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9/9/4 (Item 2 from file: 13)  
DIALOG(R)File 13:BAMP  
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1042278 Supplier Number: 01024029 (THIS IS THE FULLTEXT)

**SET SALE ON THE 'NET**

(Companies looking to the **Internet** to boost sales will need to have more than a static listing of information and products. Dynamic, interactive sites, customized to individual users will be needed)

Article Author(s): Stevens, Tim  
Industry Week, v 246, n 8, p 56-58,62+  
April 21, 1997

DOCUMENT TYPE: Journal; Guideline ISSN: 0039-0895 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2373

**ABSTRACT:**

Companies that have dynamic, interactive sites with content suited to individual users delivered on proprietary networks will become the winners in the race to generate new sales over the **Internet**. IBM is building a tailored proprietary intranet site for principal accounts and customer groups so that they can conduct business with IBM through a private conduit. The strategy is to create a site template with standardized organization, security, navigation, and underlying technology that can be applied across different kinds of customers. The site of Millipore Corp. (<http://www.millipore.com>), manufacturer of purification technology for research and development (R&D) and manufacturing applications, allows users to create their individual product **catalog** on the fly, based on their specific field of interest. Particular promotions, useful accessories, or messages can be relayed to registered users, based on expressed choices. GE Plastics' <http://www.ge.com> enables users to explore through Living Environments, a three-dimensional concept house with plastics in nonconventional applications, by downloading a video player. Rockport Corp., market leader in the "brown shoe" classification, at <http://www.rockport.com>, produces a customized **catalog** of shoe recommendations to fit the lifestyle of the visitor after the latter names his/her job, leisure, and recreational **preferences**. The site also shows the nearest retailer. Article discusses global management and dealing with dealers.

**TEXT:**

WINNERS IN THE RACE TO GENERATE NEW SALES OVER THE **INTERNET** WILL HAVE DYNAMIC, INTERACTIVE SITES WITH CONTENT TAILORED TO INDIVIDUAL USERS DELIVERED ON PROPRIETARY NETWORKS.

BY TIM STEVENS

DIGITAL EQUIPMENT CORP., MAYNARD, MASS., WAS OF THE FIRST companies to go **online** with a **Web** site, offering product information as early as 1993. Later DEC added shopping capability from an **online catalog** of systems and components. Today the DEC site is hit nearly one million times per day, and in 1996 the **online** store generated \$210 million in revenues.

While the DEC story is clearly one of **Web** success, most companies are still feeling their way, groping around in cyberspace. Even the consultants are having difficulty forecasting the future of **Internet** commerce, with predictions ranging from \$66 billion to \$95 billion for business-to-business **Internet**-generated sales by the turn of the century.

Whatever the size of the pot of gold, to capture their share of the riches, companies will need to do much more than post static information and **catalog** pages. The initiatives of today's **Internet**-marketing trailblazers add value to customer relationships. **Web** strategies complement overall marketing plans. Sites are dynamic and interactive. Content is tailored by and for specific companies and individuals, and it's delivered via proprietary links. Intranets facilitate collaboration and global account management. Dealers and distributors are linked for timely order processing and business management. **Web**-visitor "click prints" are mined for market-revealing trends and product direction.

photo omitted

One message is clear: Start with a business proposition, but do something. "If you don't learn to use it and adapt it early, when the **Web** breaks for your type of industry, you'll never be able to catch up if you haven't been investing, because it will move so fast," says Fred Fassman, general manager for global direct marketing, IBM Corp., White Plains, N.Y.

Need some ideas? Here's how IBM and other leading-edge **Internet** marketers such as **AMP** Inc., Dow Chemical Co., Snap-on Inc., Hewlett-Packard Co. (HP), and Dell Computer Corp. are exploiting the **Web** in sales and marketing applications with rich, compelling sites and value-added strategies.

#### PRIVATE PARTS

At IBM, the **Internet** direct-marketing strategy is built around three objectives: extending reach into new markets, penetrating existing markets, and saturation of current customers. To meet these objectives, IBM is creating tailored proprietary intranet sites for customer groups and major accounts, so they can do business with IBM via a private channel. The strategy is to build a site template with standardized organization, navigation, security, and underlying technology that can be applied across the various types of customers.

"We build a model of each kind of site, and then replicate it," says Fassman. Once a model is established, the look of the particular site is customized with appropriate logos and a custom **catalog** of specific devices or specially configured systems for the account, including contract-negotiated prices.

A case in point is a proprietary intranet site established for the Animal & Plant Health inspection service of the Federal Dept. of Agriculture, which awarded IBM contracts for PCs, workstations, and mid-range computers. The site provides 77,000 agency buyers with **online** transaction capability, including browsing and information collection through automatic order fulfillment.

While winning a government contract gives IBM the right to do business, it still must convince buyers to buy, so the site provides a venue for promotions and new-product introductions as well, according to Fassman. Financial transactions are by normal paper billing against contract, and while other forms of reconciliation may be used in the future, "it really depends on the customer's accounts-payable system," says Fassman. Using the proprietary intranet, the cost of doing business for both IBM and the buyers has been significantly reduced, now running at about 5% of sales. "Before the site, the order cycle in this segment was six weeks--now it's 14 days," says Fassman. "There was an error rate of 14%, which is now down to 2%. And while we used to spend \$60,000 per year on **catalogs** for this group, now it is zero, which alone is enough to maintain the site." The site currently averages 13,400 requests per week.

The economics of the template concept are vividly borne out as IBM has now completed 17 proprietary sites. "The first site cost \$500,000," says Fassman. "By the tenth (one) we were down to 25% of the cost, and by No. 100 it will be 6%. So now we've created a competitive advantage for IBM by laying out technical and business **Internet** models, and mass-customizing **Web** sites that provide value to customers. We have also asked our advertising agency to organize themselves around this business model so they can take the creative side and gain the same kind of economic advantage for themselves and us."

Austin-based Dell is another **Web** vendor that uses private intranet connections for major accounts, offering pre-configured bundles at negotiated prices. Combined with consumer purchases on its public **Web catalog**, the **online** "Dell Store" generates \$1 million in revenues per day.

## DO IT YOURSELF

Catering to individuals is the basic objective of a unique **Internet** initiative at Dow in Midland, Mich., called "My desktop at Dow." Here an authenticated user enters the corporate site at <http://www.dow.com> and creates a desktop of his own, a site within a site.

The user--a customer, strategic stakeholder, or member of the media--is assigned his own customized home page, from which he can access, through hypertext links, documents and addresses of interest to him, be they product, financial, or company-news related. Through his personal site a user can also create direct e-mail links to the persons at Dow he is most likely to contact, such as purchasing, sales, or technical experts.

"The value the **Internet** represents has surpassed straight information sharing, and is now in the realm of one- to-one relationship marketing," says Richard Sosville, vice president for sales and marketing.

The "My desktop at Dow" site is a two-way street. "It also allows Dow the opportunity to drop the user a note or communicate personalized information based on **preferences** expressed upon registration," says Kanina Blanchard, communications manager for Dow's **Internet** and intranet initiatives. "For instance, we might inform someone interested in polystyrene of a special exhibit or demonstration at an upcoming trade show." Dow account managers are also setting up sites for executives at key customers to communicate basic industry and other executive-level information.

The same "Desktop" concept applies to customer groups as well, for which Dow can create sites that provide access to a particular product database by a target audience. The data could include case studies, competitive information, or computer modeling systems for proprietary material selection or performance under specified stresses. "These are value-added technologies and tools that give us a competitive edge with strategic customers," says Blanchard.

The Dow intranet plays a key role in keeping the sales force--now operating remotely in North America--connected to the company. Salespersons tap into the intranet for news, what's being said about Dow in the media, and to reference position statements--for instance, Dow's stance on the company's liability in breast implants provided by Dow Corning Corp. (a joint venture between Dow Chemical and Coming Inc.).

"It helps keep people motivated, in touch with the company, and empowered, knowing that the customer doesn't know things about Dow that the sales people don't by virtue of being physically cut off," says Blanchard. Dow is currently evaluating Webcasting technology, a k a pus technology (see "Spread the news," Page 66), to actually deliver content directly to a salesperson's computer, rather than relying on him or her to search for information.

photo omitted

## SITE-SEEING

Visit the **Web** site of **AMP** Inc., the world's largest electronic connector manufacturer at <http://www.connect.amp.com>, and you'll find a product **catalog** with some 90,000 components.

Difficult if not impossible to navigate in paper format, the **online** version allows an engineer to cut the **catalog** down to size with an interactive search engine that drills into the product maze by component parameters (gold contacts, pointed connectors, 100-volt capacity). An engineer can locate a part that fits his specifications without ever knowing the part number.

Once located, 3-D CAD drawings of the part can be downloaded to the engineer's working drawing and plugged directly into his circuitry design.

"We've seen savings in an engineer's time--from minutes, up to a day and a half--in locating parts, gathering technical data, and getting that information into the document they are building," says Jim Kessler,

4/5  
director of global electronic commerce at AMP 's Harrisburg, Pa., headquarters. Up in eight languages since January 1996, the site receives 75,000 hits a day, from 65,000 registered users in 80 different countries.

Currently a visitor to the AMP site can select the language the catalog is displayed in and can identify the country of delivery for products, which then triggers display of standard stocking parts and part numbers for that country. In the next phase of sophistication, AMP will add another layer of security and create company-specific "sub-catalogs" of standard stocking parts for a particular company based on that company's part numbers.

"So by virtue of his registration at the site, an HP engineer, for instance, will get a customized catalog of standard HP parts identified in the HP format," says Kessler. "As our relationship with a customer is enhanced, there is an almost infinite level of customization possible, literally with specific engineers in specific companies." Since the AMP Web site went up, the role of the salesman has become more consultative. "In the past the salesmen have spent a lot of time analyzing the catalog with the customer to help select the right product," says Kessler. "With the search engine we have stripped away the less complex selection activities, off-loaded the sales organization of the more mundane work, and really added value to the customer relationship."

Analyzing "click prints"--point of entry, length of time on a page, and products and applications viewed--all help AMP paint a profile of the interests of a site visitor. Combining thousands of these profiles with proprietary software reveal market and industry trends, according to Kessler. Dead-end paths help AMP identify holes in the product line that could signal line-extension opportunities. Hits from a variety of individuals at an unknown company could point to a potential large account currently not called on. "There is quite a bit of valuable information available to us," says AMP 's Kessler.

AMP now offers its services in a consulting and systems-integration role for other companies wishing to establish a strategy and presence on the Internet . For more information, visit <http://www.ampemerce.com>.

Other companies whose sites have highly interactive content include:

- \* Millipore Corp., maker of purification technology for R&D and manufacturing applications at <http://www.millipore.com>. Once into the Millipore site, users can create their own product catalog on the fly, based on their particular area of interest. After a custom catalog is established, the system continually tracks the user's click prints, and automatically updates selected pages for the next viewing. Specific messages, promotions, or useful accessories can be posted to registered users, based on expressed preferences .
- \* GE Plastics at <http://www.ge.com>. By downloading a video player, users can fly through Living Environments, a 3-D concept house with plastics in nontraditional applications, such as roofing and window glazing. By clicking on "hot spots" throughout the house, users bring up the benefits of the application of a particular plastic at that specific location in the house. The fly-through concept is being expanded to include an automobile fly-through showing parts-reduction and design-for-assembly opportunities with GE Plastics.
- \* Hewlett-Packard at <http://www.hp.com>. Once on a catalog page, a visitor who has questions about system configuration can click on the "Call Me Now" feature, a little red telephone icon that initiates a call to the HP customer-service center within seven seconds. When the customer-service rep answers the call, he or she can see the click prints of the caller and, with the caller's page in view, is better prepared to deal with any questions.
- \* Rockport Corp., market leader in the "brown shoe" category, at <http://www.rockport.com>. After a visitor describes his work, leisure, and recreational preferences , the site generates a customized catalog of

shoe recommendations to complement that lifestyle and indicates the nearest retailer.

#### GLOBAL MANAGEMENT

"Most of our big sales in recent years have been accomplished because of our ability to link the teams around the world, and those resources are engaged over the **Internet**," says Stephen Hamilton, sales process systems manager at HP's Computer Systems Operations-Americas, Cupertino, Calif.

HP's global account-management strategy begins with a database accessed via a Global Account home page linking to information on key multinational customers. For instance, the Ford page links not only to the Ford Motor Co. home page, but to a Ford organizational chart of personnel pertinent to the success of the account, an organization chart of the HP/Ford global-account team, each individual's responsibilities, and individual account plans. Account presentations are posted, so they can be shared and used uniformly at different worldwide locations if desired.

#### DEALING WITH DEALERS

The **Internet** is also proving to be a valuable tool in linking companies to their dealer, manufacturing rep, or distributor network.

For instance, Snap-on in Kenosha, Wis., has developed a network linking some 4,000 of its nationwide franchise tool dealers. Each is provided with a network browser that defaults to the Snap-on **Web** site where the dealers can tap into new-product information, training rooms, news groups by topic, and promotional details. "The dealers can browse at their convenience and get the information that's specifically important to them," says CIO Larry Panatera. "For example, new dealers spend time in the training rooms, while established dealers share best practices."

Rockford Corp., Tempe, Ariz., maker of audio systems and components, will be up on the **Internet** in May, first with a communication network for its 21 manufacturing reps and by August for its 1,200 dealers. Accessible to the distribution network will be order status off a real-time database, including a post-shipment hypertext link to the carrier when possible. Reps will be able to check open receivables, get invoicing information, check return material and credit line, and get management information.

Although purchasing will be against a traditional line of credit, financial transactions could one day occur via electronic-fund transfer, predicts Dave Richards, vice president of information technology.

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COMPANY DEPARTMENT NAME: Information Technology; Marketing & Sales  
CONCEPT TERMS: Information Technology; Marketing & Sales; **Internet** ;  
Marketing strategies; Technology application  
GEOGRAPHIC NAMES: United States (USA)

9/9/3 (Item 1 from file: 13)  
DIALOG(R)File 13:BAMP  
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1070667 Supplier Number: 01337033 (THIS IS THE FULLTEXT)  
AMP online catalog shows way to support languages  
(AMP provides example for those looking into adding multiple languages to Web site)

Article Author(s): Blankenhorn, Dana  
Business Marketing, p 26  
January 1998  
DOCUMENT TYPE: Journal ISSN: 0745-5933 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 490

ABSTRACT:

The catalog site of AMP (Harrisburg, PA) (<http://connect.amp.com>) supports a total of eight languages, namely English, Spanish, Japanese, Mandarin Chinese, German, French, Korean, and Italian. According to Fred DeCock, manager of AMP's electronic communication development, all the elements of the catalog site is placed in a database, in which each term is identified with a number. This site, notes DeCock, makes the user choose a language from a table of translated terms and then supports the particular language based on the business' country of origin. At present, DeCock is said to be exploring options regarding how the presentation of different languages could be synchronized. Article includes a discussion on some machine translation systems.

TEXT:

BY DANA BLANKENHORN

IF YOU'RE looking into adding multiple languages to your Web site, consider AMP's example.

The Harrisburg, Pa.-based company's catalog site, <http://connect.amp.com>, supports eight languages.

How? Fred DeCock, the company's manager of electronic communication development, says everything in the catalog of electrical connection systems is in a database.

"Each term is identified with a number. Then you choose a language from a table of translated terms, which presents it in the language chosen," Mr. DeCock says. "It's not eight copies of the catalog."

AMP decides which languages to support based on where its business comes from. Languages on the site, in addition to English, are Spanish, Japanese, Mandarin Chinese, German, French, Korean and Italian.

To reach eastern European buyers, Mr. DeCock plans support for Russian this year.

However Mr. DeCock wonders how he'll synchronize presentation of different languages as the site changes.

One solution

Global Sight, Seattle, (<http://www.global-sight.com>) is among companies offering solutions to that kind of problem.

President Jordan Woods says his Ambassador Suite software "separates code from content on a Web page" and "keeps track of the whole translation process--the work flow management."

Essentially, Ambassador Suite builds a database out of a Web site's elements. Mr. Woods estimates it can cut development costs for a multilingual Web site by 10% to 15%, but those savings increase with time.



"If you're talking about maintenance, savings can be 75% to 90%," he says. That doesn't include actual translation costs, of course, which can run from 20 cents to 30 cents per word, Mr. Woods estimates.

Machine translation systems like the one from Transparent Language (<http://www.transparent.com>), Marlow, N.H., can help cut those costs, he says, but they "don't deliver a finished product."

Steve Allan, senior product director for Alis Technologies (<http://www.alis.com>), Montreal, agrees. "We end up working out a mix of human translation, machine-assisted human translation and machine translation," he says of his projects.

Human help needed

Human translation is necessary for home pages and corporate **profiles**, "where the sense of the message is important," Mr. Allan says.

Machine-assisted translation "gives you a database of what's previously translated," so you only need to translate what changes.

What languages are in most demand? Spanish for Latin America leads, followed by French, German and Japanese. Then come Italian, and Portuguese for Brazil.

So far, the leaders in **Web** site translation are a pair of Los Angeles sister companies, Bowne **Internet** Solutions (<http://www.bowneinternet.com>) and Bowne Global Solutions (<http://www.bowneglobal.com>). They not only deliver **Web** site translations, but translation of software and local hosting through 22 offices in 17 countries.

Why host overseas? Bowne **Internet** President P.J. Safford says users in France and Brazil prefer the nationalistic .fr or .br to .com.

While a multilingual site is a great thing to have, especially if you're selling overseas, you shouldn't just jump in.

Mr. DeCock of **AMP** notes that, while his site supports eight languages, 87% of his users still use English.

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COMPANY NAMES: AUSTRALIAN MUTUAL PROVIDENT SOCIETY

COMPANY DEPARTMENT NAME: Marketing & Sales; Information Technology

CONCEPT TERMS: Marketing & Sales; Information Technology; Customer service  
; **Internet**

13/9/45 (Item 8 from file: 13)  
DIALOG(R) File 13:BAMP  
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MWS V

1045806 Supplier Number: 01058610 (THIS IS THE FULLTEXT)

**AMP Makes Online Media Work**

(AMP is one cataloger that has risen to the challenges presented by marketing in an **online** environment, launching a high-tech business-to-business electronic **catalog** on the **Internet** )

Article Author(s): Carr, Steve; Solburg, Ron

Target Marketing, v 20, n 5, p 46-48

May 1997

DOCUMENT TYPE: Journal ISSN: 0889-5333 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1184

**ABSTRACT:**

Presented are several success strategies employed by AMP during the launching of its electronic **catalog** on the **Internet** . First is an emphasis on a single over-riding message. This creates time savings in specifying AMP products. Second is the creation of an **Internet** ad. The ad was placed on the Lycos search engine under key words such as "electrical" and "engineering." Third is registration with **Internet** directories. It is very important to be registered on the best guides to the **Internet** such as Lycos, Alta, Vista, Yahoo, **Web** Crawler and others. Fourth are hot links. Efforts were exerted to connect the AMP **catalog** with appropriate **Web** pages elsewhere. Fifth is sending e-mail to journalists and industry influentials. Sixth is creation of an electronic press room. The AMP **catalog** was connected to its corporate home page, and press materials made available at the corporate site. Seventh is daily monitoring of the **Internet** . Article discusses some important points that other marketers can learn.

**TEXT:**

THIS B-TO-B MARKETER'S **WEB CATALOG** GETS AN EQUALLY HIGH-TECH LAUNCH

AS THE ELECTRONIC age matures, **online** marketing has become the cutting edge of direct marketing. The **Internet** enables companies to reach target markets quickly, interactively. As with print strategies, however, **Internet** marketing has its own challenges. For example, if you develop a first-rate **online catalog** , then you must market it to customers electronically as well.

AMP is one cataloger that has risen to the challenges presented by marketing in an **online** environment. In 1996, the high-tech business-to-business marketer launched an electronic **catalog** on the **Internet** . The **catalog** was intended to help AMP's customers speed their end-products to market while reducing AMP's own costs in printing and distributing paper **catalogs** .

Headquartered in Harrisburg, PA, AMP develops and manufacturers more than 100,000 electronic connectors and interconnection systems. Many customers needed assistance from a salesperson to locate the right product. (AMP has a stated corporate commitment to providing 24-hour global customer service.) Further, the company was spending more than \$4 million per year producing more than 400 paper **catalogs** containing product information.

The AMP solution was to design a user-friendly electronic **catalog** . Found at <http://connect.amp.com>, the **catalog** enables system designers, purchasing managers and others to locate needed data 24 hours a day.

And the **catalog** was designed to be **multilingual** in response to AMP's global customer base. Customers arrive at the site's welcome page and click on a box indicating language preference: **English** , **French** , **German** , **Italian** , **Spanish** , Japanese, Chinese or Korean. After completing a registration form, they may search for products alphabetically, by product picture or by part number.

Customers control the direction of the product search using proprietary navigator technology called Step Search. Trademark Step Search is a trademark of SAQQARA Systems Inc., a Sunnyvale, CA, firm that specializes in management and delivery of intelligent **online catalogs** for electronic commerce on the **Internet**. Guided by Step Search's high-resolution graphics and user-friendly directions, customers can locate specific products quickly.

AMP knew it needed a high-tech introduction that would motivate customers and prospects to try its cyberspace **catalog**. AMP Global Communication-Electronic Commerce Stat teamed with two partner agencies, Cramer-Krasselt and Easy-Com, both of Chicago, to develop and implement an **Internet** launch as part of an overall marketing thrust.

As AMP's director of commerce, Jim Kessler, says, "We've developed an efficient global system that makes identifying the right product easier for our customers. That's why <http://connect.amp.com> is a major breakthrough in electronic commerce and is one of the most sophisticated applications in use today."

#### SUCCESS STRATEGIES

Here are some of the components that made up the successful electronic introduction.

- \* Emphasis on a single over-riding message. The ability to design products rapidly through the **Internet** was the key message for **Internet** advertising. The theme was based on what customers had said during the testing phase of the **catalog**: As expected, the key benefit was time savings in specifying AMP products.

- \* Creation of an **Internet** ad. The ad was placed on the Lycos search engine under key words such as "electrical" and "engineering." By clicking on the ad, the prospect was automatically moved to the **catalog**. The ad generated so many hits during the first month that it was renewed for two additional months. These results were able to be tracked daily by software--a benefit of marketing on the **Internet** that few other marketing tactics can claim.

photo omitted.

- \* Register with **Internet** directories. It is essential to be registered on the best guides to the **Internet**, such as Lycos, Alta Vista, Yahoo, **Web** Crawler and others. Each accepts submissions and places pages under the proper subject category with a hyperlink to the site from the directory at no charge.

- \* Hot links. Efforts were made to link the AMP **catalog** with appropriate **Web** pages elsewhere. Those of colleges and universities with strong reputations in engineering and engineering associations were especially appropriate. The strategy is to build relationships with relevant organizations and to make it easy for users to locate the **catalog**.

- \* E-mail to journalists and industry influentials. A press release was distributed electronically to media and engineering professors and engineering bulletin boards. In keeping with "Netiquette," influentials were first queried electronically about their interest in the subject matter before the release was sent to them.

- \* Electronic press room. The AMP **catalog** was linked to its corporate home page, and press materials were made available at the corporate site.

- \* Daily monitoring of the **Internet**. "Clip" files monitored the **Internet** on a keyword basis, seeking mentions of AMP and other advances in electronic commerce, in news group discussions.

In addition to this comprehensive introduction through the **Internet**, employee communications and direct mail to customers were part of the

campaign. A disk was mailed to customers which included **Internet** access software. Additionally, feature articles were placed in industry trade journals such as Information Week and Datamation.

Since marketing on the **Internet** is a relatively new experience for most direct marketers, AMP's early foray on the 'Net served to highlight some important points for other marketers to learn from.

1. A cutting-edge product deserves a cutting-edge introduction.

The **Internet** may change forever our expectations for a comprehensive marketing program. It already is having the effect of blurring classic distinctions between advertising, public relations and marketing. An **Internet** marketing program delivers the message, inspires action and measures and reports activity. And the whole transaction may occur in minutes. Thus, for products that are unusual such as an **online catalog**, it is essential to develop an introduction over the **Internet** that is as innovative as the product.

2. Excellence in graphic design and technology is as important in electronic media as it is with good old paper. As with the mythic ballfield in Iowa, "build it, and they will come." But build it right if it's on the **Internet**. A site that is hard to use or less visual than a conventional **catalog** won't be effective. The AMP **catalog** uses the highest-quality digital camera images and scanned line art.

Graphics for the site were designed by Clement Mok Designs, known for its graphic work with Apple and Microsoft. All **Internet** marketing communications were carried out **online** with high quality and sensitivity to the interests of the target market.

3. Efficiency is essential. Customers will use an **online catalog** to save time. AMP customers in particular require detailed information that can be integrated into their products or systems designs quickly.

Marketing communications over the **Internet** also must be efficient as well as attention-getting. Important items must be highlighted so that cybernauts can access them quickly. Interesting or unusual applications or services should also be noted. And, as always, proper Netiquette should be observed.

With these rules in mind, marketers will have the best chance of making their **Internet** marketing programs a success.

STEVE CARR is vice president of Cramer-Krasselt in Chicago. He can be reached via E-mail at [steve-carr@c-k.com](mailto:steve-carr@c-k.com) or (312) 616-2417. RON SOLBURG is president of Easy-Com Inc. He can be reached at [76703.575@compuserve.com](mailto:76703.575@compuserve.com) or (800) 546-1403. You can get more information about AMP Electronic Commerce at [Jim.Kessler@AMPcom](mailto:Jim.Kessler@AMPcom).

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COMPANY NAMES: AMP CORP  
COMPANY DEPARTMENT NAME: Marketing & Sales  
INDUSTRY NAMES: Electronic components  
PRODUCT NAMES: Electronic connectors (367800)  
CONCEPT TERMS: Marketing & Sales; Business to business; Direct marketing;  
**Internet** ; Marketing strategies  
GEOGRAPHIC NAMES: United States (USA)

13/9/46 (Item 9 from file: 13)  
DIALOG(R)File 13:BAMP  
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MWS

u

1044605 Supplier Number: 01016238 (THIS IS THE FULLTEXT)  
**Global Selling on the Internet**  
(Some firms are making money selling on the Internet 's World Wide Web ;  
some are doing it globally)  
Article Author(s): Yoegel, Rob  
Target Marketing, v 20, n 3, p 106,108+  
March 1997  
DOCUMENT TYPE: Journal; Guideline ISSN: 0889-5333 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1512

ABSTRACT:

Direct marketers and companies should consider offering **multilingual** sites. If a company maintains a substantial customer base in countries that do not speak **English**, it is logical to get in touch with them via their native language. Gordon Lewis and Robert Lewis in their book "Selling on the Net," advise that the best means of making a **Web** site **multilingual** is to hire the skills of native speakers. However, slang should not be used as it tends to hamper international response. To date, software applications that feature **Web** page translation have not proven themselves at par with what humans can do. Article discusses **Web** browsers that can read various characters and fonts.

TEXT:

BY ROB YOEGEL

PUTTING THE 'WORLD' INTO YOUR **WEB** SITE

YOUR **CATALOG** made its long-awaited entrance in the world of cyberspace. You hired the best **Web** development team money could buy, and you're using the latest commerce technology to make your customers feel safe purchasing **online**. However, orders still aren't coming in. Why?

The World Wide **Web** --the **Internet** 's fasting growing and youngest component at the tender age of 5--is still evolving. However, some companies are making money in cyberspace--and some are doing it globally.

International Data Corp, a leading provider of information technology data, analysis and consulting and a subsidiary of International Data Group--publishers of Computerworld, MacWorld and PC World magazines--reports that commerce on the **Internet** totaled \$3 billion last year, one-third of which is attributed to the World Wide **Web**. Forrester Research estimates **Internet** sales at \$6.6 billion by the turn of the century; however, no two figures are alike. Yes, **online** commerce is mere peanuts compared to the \$1.2 trillion in direct marketing sales last year, but it's a start.

SPEAK YOUR CUSTOMER'S LANGUAGE

Many direct marketers have ventured successfully into foreign countries by translating their **catalog** or mailing into another language. If you have a significant customer base in non- **English** speaking countries, it makes sense to reach them in their native tongue. There is no reason why this can't be done with a **Web** site.

Although few companies are currently selling their products on a **multilingual Web** site, as more and more of them head to cyberspace, it's likely to become a trend. According to domain registrar InterNIC (<http://rs.internic.net>), a cooperative activity between the National Science Foundation, Network Solutions and AT&T, over 600,000 registered domain names representing commercial entities (.coms) were obtained between August 1993 and October 1996. Are you next?

photo omitted

With a **Web** site, you have an opportunity to reach every country on all seven continents. After overcoming the initial trepidation, you should think about the audience you intend to reach. "It's usually an organizational and financial struggle for any company to come to grips with getting on the **Web** in the first place," says Price M. Collins, president of Trumbull, CT-based Alphabet Systems (<http://www.alphabet.com>), a **Web** presence consultancy specializing in creating sites in many languages. "They rarely think about other languages during that process."

#### ALREADY GONE GLOBAL

Computer direct marketer Gateway 2000 says its **Web** site has already generated about \$100 million, approximately 2 percent of overall sales. Companies like the North Sioux City, SD-based computer manufacturer realized one of the true benefits of electronic commerce: the ability to bring a product to a world of consumers.

Gateway 2000's **Web** site (<http://www.gateway2000.com>)--which averages about 1 million hits a day--offers **online** shoppers around the world the opportunity to personally configure and order a computer. The company's "Global Sites" include Japan, France, the Netherlands, Germany and Sweden, as well as the United States, Australia and the United Kingdom. Gateway offers various purchase options for its foreign customers including credit card transactions.

Another high-tech direct marketer with a **multilingual Web** presence is Sun Microsystems and its aftermarketing company, SunExpress (<http://www.sun.com/sunexpress>). Last year, SunExpress expanded its 2-year-old **Web** site--which already listed local language information on more than 3,500 aftermarket products--to include SunPlaza, Sun's set of electronic commerce services. SunPlaza enables visitors in North America, Europe and Japan to get information **online** on products and services and place orders directly and securely in their native languages.

SunExpress considers itself among the "early adopters" of global electronic commerce due to the conduciveness of the high-tech products. Customers also have indicated that they're comfortable with electronic commerce. While the majority of visits to our **Web** site today are for customer inquiries, we strongly believe a good portion of our business will be conducted over the **Internet** in the future," says MaryAnn Munroe, SunPlaza business operations manager.

#### HOW IT'S DONE

As with any direct marketing medium, international response can be hindered if you use slang, says Herschell Gordon Lewis and Robert D. Lewis--in their book, *Selling on the Net*. When creating a **multilingual Web** site, follow the same titles as oilier multinational promotions, they advise, by "employing native speakers from each country to check and repair usage."

The best way to make a **Web** site **multilingual** is by utilizing someone already on staff or hiring the services of a company that employs native speakers. Although there are software applications available that tout **Web** page translation, many experts share Price Collins' opinion. "Automatic translation has not proven to be up to snuff so far," he says. "This may eventually change." Tim Koogle, chief executive of the popular **Web** search engine, Yahoo!, told The Wall Street Journal last year, "It (machine translation technology) serves as a good first pass, but then humans have to come through and have to do a small to extensive clean-up."

#### Where is the Greatest Wave of **Web** Surfers?

U.S.	82.7%
Europe	6.22%
Canada & Mexico	5.6%
Australia/New Zealand	2.85%
Asia	.9%
Africa	.32%
Middle East	.32%
South America	.23%

SOURCE: GRAPHICS, VISUALIZATION & USABILITY CENTER, GEORGIA INSTITUTE  
OF TECHNOLOGY COMPUTER CENTER

SunExpress uses a central proprietary database of marketing and product information to create **online** content as well as hard copy **catalogs** and telesales reference materials. New products are entered into the database and "tagged" for translation into certain languages depending on in which countries the products will be made available. This information is then processed and automatically outsourced to LionBRIDGE Technologies--formerly part of Stream International--for translation to more than a half dozen languages. LionBRIDGE uses human translators around the world as well as some commercial and customized software for faster turnaround.

When data returns to Sun, the translations are verified by in-house personnel. "Our translation process is something that is happening continuously as we introduce new products," says Munroe.

IS IT FOR YOU?

**Catalog** consultant Jack Schmid believes the idea of a **multilingual** site also can be used for marketers who have a **Web** presence specifically for lead generation. Other companies presently offer **Web** site customer service in different languages.

SunExpress' SunPlaza is designed to make the entire buying experience easier on customers by offering new product information and order status inquiries, in addition to **online** commerce. "It's our mission to provide different ways for our customers to order and contact us," says Munroe. "We don't see telesales not being in place or the hard copy **catalog** being mailed less. It's there to allow the customer the choice and to feel comfortable."

The reason why **multilingual Web** sites may head toward customer service functions is twofold. First, although it is improving, consumer apprehension about ordering **online** still exists. "( **Multilingual** sites) are more for customer support," says Alphabet Systems' Collins. "Mostly the large search engines are the only ones taking in revenue, and that's advertising," Yahoo! offers versions in **French**, **German** and Japanese. Netscape's popular **Web** browser, Navigator 3.0, and Microsoft's **Internet Explorer** are both offered in 10 languages.

WILL IT BE SEEN?

The second reason that causes **multilingual Web** site apprehension is that most of the people surfing the **Web** are in the United States. International Data (<http://www.idcresearch.com>) estimates that 31.4 million people surfed the **Web** in 1996 with over 100 million more projected by 2001. According to a recent World Wide **Web** user survey, the United States is still way ahead of the pack in **Web** surfing (see chart on page 108).

Sun's Munroe, along with Bobbi Burns, SunPlaza planning and business development manager, believes these figures will change as customers in Europe and Japan increasingly decide to conduct business over the **Internet**. They admit their company is diving head first into international **Web** waters. "As part of Sun Microsystems, Inc., we are embracing the **Internet** as a viable way to offer products and services to our customers worldwide," says Burns.

There is something else to consider when really taking your site to the world: updated **Web** browsers that can read different characters and fonts. If a **Web** surfer doesn't have special character sets for certain foreign-language alphabets, they get a bunch of gibberish. One way to get around this is to use the very common Graphics Interchange Format (GIF) files. Collins created a **Web** site for General Electric's community service organization, Elfun (<http://www.elfun.org>), in nine different languages. The Chinese site uses simple two-color GIFs that download quite fast.

1996 \$1.25 BILLION  
2000 \$7.3 BILLION (projected)  
SOURCE: JUPITER COMMUNICATIONS

#### TIME WILL TELL

With the far-reaching benefits of the World Wide **Web** yet to be determined, Collins still believes it's important to appear global even if it's a stretch initially. One way may be to offer a **multilingual** site that can grow into a worldwide salesman who never leaves the office. " **Web** site costs are among the most economical of all marketing activities," says Collins, "and putting **multiple languages** on a site can be done with small additional costs, especially if designed with that end in mind from the beginning."

Sun's Munroe and Burns believe that direct marketers can succeed in global **Internet** commerce because most have the infrastructure--lead generation, fulfillment operations, customer service, etc.--already in place.

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SPECIAL FEATURES: Table  
GRAPHICS TYPE: Illustration  
COMPANY DEPARTMENT NAME: Marketing & Sales  
CONCEPT TERMS: Marketing & Sales; Foreign operations; **Internet** ; Selling  
GEOGRAPHIC NAMES: United States (USA)



16/9/18 (Item 2 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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VV

03308791 Supplier Number: 44571179 (THIS IS THE FULLTEXT)

**Scheme Aims to Help Info Seekers**

CommunicationsWeek, p1

April 4, 1994

ISSN: 0746-8121

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 699

**TEXT:**

Oracle database and text-analysis play vital roles

By JOHN COX

REDWOOD SHORES, CALIF. Hoping to offer a simpler way to find information, Oracle Corp. this month will announce an ambitious scheme for enterprise document management.

At the core of the plan is the Oracle Documents system, which contains a graphical user interface, client applications, and server functions for document management.

Oracle Documents also includes Oracle's networking packages, according to an Oracle source and a company document obtained by Communications Week.

Among other elements of the new document management system are an improved version of Oracle's text-retrieval software, the new ConText text-analysis engine, and a set of programming interfaces and functions for supporting document management.

Oracle Documents will be tightly integrated with the Oracle7 relational database management system for security, storage and data consistency. The Oracle Office product will provide enterprise messaging and directory services to the new system, while Oracle SQL\*Net will manage communications between clients and servers.

Oracle, based here, also plans to offer a workflow management capability for the system that will let users intelligently route collections of documents throughout an organization, the Oracle source said.

'Users haven't done much with text because there's been a lack of the kinds of tools that Oracle is now applying (to text information),' said Ester Dyson, editor of Release 1.0, an industry newsletter. 'No one else is doing this on such a broad scale.'

Oracle's challenges will be pricing the product competitively and meeting end user's expectations for ease of use, one industry observer noted.

At Oracle's developers conference in Burlingame, Calif., last week, company president Lawrence Ellison told attendees that Oracle's most significant announcements will be text oriented.

The combination of tools and technologies, including advanced linguistic analysis for searching a text database, was designed as a broad attack on the vast amounts of unstructured information - including word processing documents, memos and on-line libraries - that is still largely unorganized and inaccessible at many companies.

Oracle's goal is to support the creation of enterprise-wide document applications with a set of essential services, a database that can scale across different sizes of computers, a flexible programming environment and a strongly graphical user interface.

From the Oracle Documents user interface, desktop users will be able to load existing documents into the system or launch an application (including those from third parties) to edit the document, save it as a file and then load the file into Oracle Documents.

For each document the equivalent of a library card catalog entry is created. Users or systems administrators can set up categories for different types of documents, such as a budget, and assign to each category specific attributes, such as title, author and/or date created.

These and other definitions are all part of the catalog, which is used by the Oracle Documents search-and-retrieval engine to identify, find and access the desired information.

The search engine is Oracle's existing SQL\*TextRetrieval product which includes extension to the Structured Query Language that let applications

search and retrieve text information. The search engine will be combined with Oracle ConText, a software product that reads text information and identifies contextual concepts.

Oracle Documents will also include version control, to manage the process of changing documents. Also, a set of access controls will let users or administrators limit who can see or change specific documents or **classes** of documents.

If desired, a replication or copying capability will let documents created on one network node be copied to other nodes, where they can be accessed and edited. Administrators can set up special background processes to transfer documents automatically around the network. For moving documents around a network, users will be able to use electronic mail or work flow, through the use of Oracle Office.

Oracle also will include a word processor, called Oracle Documents Forms Editor, as one of the client applications. The editor will have links to and be able to launch third-party applications, and vice versa, according to the Oracle document.

Oracle Documents is now in alpha test. A shipping version could be available by year's end, the source said. The product will be available initially for Microsoft Corp. Windows and Sun Microsystems Corp. Motif computers.

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PUBLISHER NAME: CMP Media, Inc.

COMPANY NAMES: \*Oracle Corp.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372490 (Applications Software NEC)

INDUSTRY NAMES: BUSN (Any type of business); TELC (Telecommunications)

NAICS CODES: 51121 (Software Publishers)

TICKER SYMBOLS: ORCL

SPECIAL FEATURES: COMPANY

Logon file405 07oct03 11:26:05

\*\*\* ANNOUNCEMENT \*\*\*

\*\*\*

--File 654 - US published applications from March 15, 2001 to the present are now online. Please see HELP NEWS 654 for details.

\*\*\*

--File 581 - The 2003 annual reload of Population Demographics is complete. Please see Help News581 for details.

\*\*\*

\*\*\*

--File 990 - NewsRoom now contains February 2003 to current records.  
File 992 - NewsRoom 2003 archive has been newly created and contains records from January 2003. The oldest months's records roll out of File 990 and into File 992 on the first weekend of each month.  
To search all 2003 records BEGIN 990, 992, or B NEWS2003, a new OneSearch category.

\*\*\*

--Connect Time joins DialUnits as pricing options on Dialog.  
See HELP CONNECT for information.

\*\*\*

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--SourceOne patents are now delivered to your email inbox as PDF replacing TIFF delivery. See HELP SOURCE1 for more information.

\*\*\*

--Important news for public and academic libraries. See HELP LIBRARY for more information.

\*\*\*

--Important Notice to Freelance Authors--  
See HELP FREELANCE for more information

\*\*\*

#### NEW FILES RELEASED

\*\*\*World News Connection (File 985)  
\*\*\*Dialog NewsRoom - 2003 Archive (File 992)  
\*\*\*TRADEMARKSCAN-Czech Republic (File 680)  
\*\*\*TRADEMARKSCAN-Hungary (File 681)  
\*\*\*TRADEMARKSCAN-Poland (File 682)

\*\*\*

#### UPDATING RESUMED

\*\*\*

#### RELOADED

\*\*\*Population Demographics -(File 581)  
\*\*\*CLAIMS Citation (Files 220-222)

#### REMOVED

\*\*\*

>>> Enter BEGIN HOMEBASE for Dialog Announcements <<<  
>>> of new databases, price changes, etc. <<<

\*\*\*\*

705TEXT1 is set ON as an alias for 15, 16, 160, 148, 621, 275, 634, 47.  
705TEXT2 is set ON as an alias for 9, 623, 810, 624, 813, 20, 636.  
705BIBLIT is set ON as an alias for 77, 35, 583, 2, 65, 233, 99.  
705NEWSBIB is set ON as an alias for 473, 474, 475.  
SOFTLIT is set ON as an alias for 256, 278.  
705ADLIT is set ON as an alias for 635, 570, PAPERSMJ, PAPERSEU.  
KWIC is set to 50.

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.9 term=ASCII

\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

#### Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic

4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

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/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).

?b 705text1, 705text2, 705adlit, 705newsbib, 705biblit, softlit 610, 613, 13

```
>>>          77 does not exist
>>>          278 does not exist
>>>2 of the specified files are not available
      07oct03 11:26:35 User264751 Session D416.1
      $0.00      0.161 DialUnits FileHomeBase
      $0.00 Estimated cost FileHomeBase
      $0.11 TELNET
      $0.11 Estimated cost this search
      $0.11 Estimated total session cost 0.161 DialUnits
```

SYSTEM:OS - DIALOG OneSearch

File 15:ABI/Inform(R) 1971-2003/Oct 04

(c) 2003 ProQuest Info&Learning

**\*File 15: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.**

File 16:Gale Group PROMT(R) 1990-2003/Oct 03

(c) 2003 The Gale Group

**\*File 16: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.**

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group

File 148:Gale Group Trade & Industry DB 1976-2003/Oct 07

(c)2003 The Gale Group

**\*File 148: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.**

File 621:Gale Group New Prod.Annou.(R) 1985-2003/Oct 07

(c) 2003 The Gale Group

File 275:Gale Group Computer DB(TM) 1983-2003/Oct 06

(c) 2003 The Gale Group

File 634:San Jose Mercury Jun 1985-2003/Oct 06

(c) 2003 San Jose Mercury News

File 47:Gale Group Magazine DB(TM) 1959-2003/Oct 06

(c) 2003 The Gale group

File 9:Business & Industry(R) Jul/1994-2003/Oct 06

(c) 2003 Resp. DB Svcs.

File 623:Business Week 1985-2003/Oct 06

(c) 2003 The McGraw-Hill Companies Inc

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 624:McGraw-Hill Publications 1985-2003/Oct 06

(c) 2003 McGraw-Hill Co. Inc

**\*File 624: Homeland Security & Defense and 9 Platt energy journals added**

Please see HELP NEWS624 for more

File 813:PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc

File 20:Dialog Global Reporter 1997-2003/Oct 07

(c) 2003 The Dialog Corp.

File 636:Gale Group Newsletter DB(TM) 1987-2003/Oct 06

(c) 2003 The Gale Group

File 635:Business Dateline(R) 1985-2003/Oct 04

(c) 2003 ProQuest Info&Learning  
File 570:Gale Group MARS(R) 1984-2003/Oct 07  
(c) 2003 The Gale Group  
File 387:The Denver Post 1994-2003/Oct 03  
(c) 2003 Denver Post  
File 471:New York Times Fulltext 90-Day 2003/Oct 06  
(c) 2003 The New York Times  
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
(c) 2002 Phoenix Newspapers  
**\*File 492: Not updating. See instead File 990 for current**  
**articles from the Arizona Republic.**  
File 494:St LouisPost-Dispatch 1988-2003/Oct 06  
(c) 2003 St Louis Post-Dispatch  
File 498:Detroit Free Press 1987-2003/Oct 05  
(c) 2003 Detroit Free Press Inc.  
File 631:Boston Globe 1980-2003/Oct 06  
(c) 2003 Boston Globe  
File 633:Phil.Inquirer 1983-2003/Oct 06  
(c) 2003 Philadelphia Newspapers Inc  
File 638:Newsday/New York Newsday 1987-2003/Oct 06  
(c) 2003 Newsday Inc.  
File 640:San Francisco Chronicle 1988-2003/Oct 07  
(c) 2003 Chronicle Publ. Co.  
File 641:Rocky Mountain News Jun 1989-2003/Oct 06  
(c) 2003 Scripps Howard News  
File 702:Miami Herald 1983-2003/Oct 05  
(c) 2003 The Miami Herald Publishing Co.  
File 703:USA Today 1989-2003/Oct 06  
(c) 2003 USA Today  
File 704:(Portland)The Oregonian 1989-2003/Oct 06  
(c) 2003 The Oregonian  
File 713:Atlanta J/Const. 1989-2003/Oct 05  
(c) 2003 Atlanta Newspapers  
File 714:(Baltimore) The Sun 1990-2003/Oct 06  
(c) 2003 Baltimore Sun  
File 715:Christian Sci.Mon. 1989-2003/Oct 07  
(c) 2003 Christian Science Monitor  
File 725:(Cleveland)Plain Dealer Aug 1991-2003/Oct 05  
(c) 2003 The Plain Dealer  
File 735:St. Petersburg Times 1989- 2003/Oct 05  
(c) 2003 St. Petersburg Times  
**\*File 735: This file is not updating. Last update: 20001019**  
File 476:Financial Times Fulltext 1982-2003/Oct 07  
(c) 2003 Financial Times Ltd  
File 477:Irish Times 1999-2003/Oct 07  
(c) 2003 Irish Times  
File 710:Times/Sun.Times(London) Jun 1988-2003/Oct 06  
(c) 2003 Times Newspapers  
File 711:Independent(London) Sep 1988-2003/Oct 06  
(c) 2003 Newspaper Publ. PLC  
**\*File 711: Use File 757 for full current day's news of the Independent, as**  
**as well as full coverage of many additional European news sources.**  
File 756:Daily/Sunday Telegraph 2000-2003/Oct 07  
(c) 2003 Telegraph Group  
File 757:Mirror Publications/Independent Newspapers 2000-2003/Oct 07  
(c) 2003  
File 473:FINANCIAL TIMES ABSTRACTS 1998-2001/APR 02  
(c) 2001 THE NEW YORK TIMES  
**\*File 473: This file will not update after March 31, 2001.**  
**It will remain on Dialog as a closed file.**  
File 474:New York Times Abs 1969-2003/Oct 06  
(c) 2003 The New York Times  
File 475:Wall Street Journal Abs 1973-2003/Oct 06  
(c) 2003 The New York Times  
File 35:Dissertation Abs Online 1861-2003/Sep  
(c) 2003 ProQuest Info&Learning  
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group

**\*File 583: This file is no longer updating as of 12-13-2002.**

File 2:INSPEC 1969-2003/Sep W4

(c) 2003 Institution of Electrical Engineers

**\*File 2: Alert feature enhanced for multiple files, duplicates removal, customized scheduling. See HELP ALERT.**

File 65:Inside Conferences 1993-2003/Oct W1

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File 233:Internet & Personal Comp. Abs. 1981-2003/Jul

(c) 2003, EBSCO Pub.

File 99:Wilson Appl. Sci & Tech Abs 1983-2003/Aug

(c) 2003 The HW Wilson Co.

File 256:SoftBase:Reviews,Companies&Prods. 82-2003/Sep

(c)2003 Info.Sources Inc

File 610:Business Wire 1999-2003/Oct 07

(c) 2003 Business Wire.

**\*File 610: File 610 now contains data from 3/99 forward.**

Archive data (1986-2/99) is available in File 810.

File 613:PR Newswire 1999-2003/Oct 07

(c) 2003 PR Newswire Association Inc

**\*File 613: File 613 now contains data from 5/99 forward.**

Archive data (1987-4/99) is available in File 813.

File 13:BAMP 2003/Sep W3

(c) 2003 Resp. DB Svcs.

Set	Items	Description
S1	160826	AMP
S2	862594	CATALOG OR CATALOGS
S3	4478032	PROFILE OR PROFILES OR PREFERENCE OR PREFERENCES
S4	551	S1 AND S2 AND S3
S5	14293419	ONLINE OR INTERNET OR WEB OR WEBSITE OR WEBSITES
S6	354	S4 AND S5
S7	296	S6 AND (PROFILE OR PROFILES)
S8	18797771	PD<19980902

?s s8 and s7

18797771 S8

296 S7

S9 4 S8 AND S7

?t s9/free/all

**9/8/1 (Item 1 from file: 16)**

DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

03038765 Supplier Number: 44131115 (USE FORMAT 7 FOR FULLTEXT)  
**Marketing's New Fast Lane Emerges: 'Top 100' Leaders Plunge into New Alliances, Media Avenues**

Oct, 1993

Word Count: 1709

PUBLISHER NAME: Crain Communications, Inc.

EVENT NAMES: \*650 (Sales & consumption)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7310200 (Business-to-Business Advertising)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
 (Any type of business)

NAICS CODES: 5418 (Advertising and Related Services)

SPECIAL FEATURES: illustration; chart

ADVERTISING CODES: 85 Industry Market Data

**9/8/2 (Item 1 from file: 275)**

DIALOG(R)File 275:(c) 2003 The Gale Group. All rts. reserv.

01252518 SUPPLIER NUMBER: 06833377 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Article finder. (index) (EDGE Report)**

June, 1988

WORD COUNT: 50668 LINE COUNT: 04386

SIC CODES: 3699 Electrical equipment & supplies, not elsewhere  
 classified

FILE SEGMENT: TI File 148

**9/8/3 (Item 1 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1070667 Supplier Number: 01337033 (USE FORMAT 7 OR 9 FOR FULLTEXT)

AMP online catalog **shows way to support languages**

January 1998

WORD COUNT: 490

COMPANY NAMES: AUSTRALIAN MUTUAL PROVIDENT SOCIETY

COMPANY DEPARTMENT NAME: Marketing & Sales; Information Technology

CONCEPT TERMS: Marketing & Sales; Information Technology; Customer service  
 ; Internet

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**9/8/4 (Item 2 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1042278 Supplier Number: 01024029 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**SET SALE ON THE 'NET**

April 21, 1997

WORD COUNT: 2373

COMPANY DEPARTMENT NAME: Information Technology; Marketing & Sales

CONCEPT TERMS: Information Technology; Marketing & Sales; **Internet** ;  
Marketing strategies; Technology application

GEOGRAPHIC NAMES: United States (USA)



Set	Items	Description
S1	57382	CNET
S2	93463	(MULTI(W)LINGUAL) OR (MULTIPLE(W)LANGUAGES) OR MULTILINGUAL
S3	969	S1 AND S2
S4	18797771	PD<19980902
S5	6	S3 AND S4
S6	8646290	ENGLISH OR SPANISH OR FRENCH OR GERMAN OR ITALIAN
S7	239	S3 AND S6
S8	14754332	ONLINE OR INTERNET OR WEB OR WEBSITE OR WEBSTIES OR (ON(W)- LINE) OR WEBSEVER OR WEBSEVERERS
S9	862372	CATALOG OR CATALOGS
S10	15221	S9 AND S8 AND S4
S11	82	S10 AND S2
S12	79	RD (unique items)
S13	46	S11 AND S6

?t s13/free/all

**13/8/1 (Item 1 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00728142 93-77363

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**How to Find European Community Competition Law: A Selective Bibliography and Research Guide** WORD COUNT: 10588 LENGTH: 35 Pages

Spring 1992

COMPANY NAMES:

EC

GEOGRAPHIC NAMES: Europe

DESCRIPTORS: Legislation; Competition; Treaty of Rome; Antitrust laws; Information

CLASSIFICATION CODES: 4320 (CN=Legislation); 9175 (CN=Western Europe)

**13/8/2 (Item 2 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00727441 93-76662

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Nonroman Scripts in the Bibliographic Environment** WORD COUNT: 7319  
LENGTH: 15 Pages

Jun 1992

DESCRIPTORS: Bibliographic; Libraries; Searches; Standards; Information

CLASSIFICATION CODES: 5200 (CN=Communications & information management)

**13/8/3 (Item 3 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00725641 93-74862

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Starting Over: Current Issues in Online Catalog User Interface Design**  
WORD COUNT: 9768 LENGTH: 15 Pages

Mar 1992

DESCRIPTORS: Libraries; Data bases; User interface; Systems design; Online  
; Catalogs

CLASSIFICATION CODES: 5200 (CN=Communications & information management);  
5240 (CN=Software & systems)

**13/8/4 (Item 4 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00658358 93-07579

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Computer-Oriented Bibliographic Control for Cyrillic Documents with or**

Without Script Conversion  
Dec 1992

WORD COUNT: 2344

LENGTH: 5 Pages

DESCRIPTORS: Bibliographic; Information systems; Libraries; **Online** ; Real  
time  
CLASSIFICATION CODES: 5200 (CN=Communications & information management)

**13/8/5 (Item 5 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00639730 92-54670

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Z39.50 and the Scholar's Workstation Concept** WORD COUNT: 3854

LENGTH: 10 Pages

Sep 1992

DESCRIPTORS: Work stations; Personal computers; Studies; Client server  
computing; Bibliographic; User interface; Theory  
CLASSIFICATION CODES: 5240 (CN=Software & systems); 9130  
(CN=Experimental/Theoretical)

**13/8/6 (Item 1 from file: 16)**

DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

03845796 Supplier Number: 45506538 (USE FORMAT 7 FOR FULLTEXT)

**Sun's "Customer Delight"**

May, 1995

Word Count: 797

PUBLISHER NAME: BPI Communications, Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3573100 (Computers)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

**13/8/7 (Item 2 from file: 16)**

DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

03642947 Supplier Number: 45139636 (USE FORMAT 7 FOR FULLTEXT)

**FAXBACK ANNOUNCES NEW PRODUCT LINE, PRICE REDUCTIONS**

Nov 14, 1994

Word Count: 599

PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*FaxBack Inc.

EVENT NAMES: \*740 (Commodity & service prices); 330 (Product information  
)

GEOGRAPHIC NAMES: \*1U9OR (Oregon); 1USA (United States)

PRODUCT NAMES: \*7372690 (Communications Software NEC)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: FaxBack PRO/XL suite

SPECIAL FEATURES: COMPANY

**13/8/8 (Item 3 from file: 16)**

DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

03531983 Supplier Number: 44952738 (USE FORMAT 7 FOR FULLTEXT)

**SunExpress Expanding Internationally & On Internet 08/29/94**

August 29, 1994

Word Count: 1038

PUBLISHER NAME: Newsbytes News Network

COMPANY NAMES: \*SunExpress Inc.

EVENT NAMES: \*360 (Services information)

GEOGRAPHIC NAMES: \*4EUSW (Sweden)  
PRODUCT NAMES: \*7375900 (Database Providers NEC)  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)  
NAICS CODES: 514191 ( On - Line Information Services)  
SPECIAL FEATURES: COMPANY

**13/8/9 (Item 1 from file: 621)**

DIALOG(R)File 621:(c) 2003 The Gale Group. All rts. reserv.

01105575 Supplier Number: 40758815 (USE FORMAT 7 FOR FULLTEXT)  
**NEW PC/PALS ACQUISITIONS AND SERIALS CONTROL MODULES ALLOW EASY ORDERING AND CATALOGING FOR SMALLER LIBRARIES WORLDWIDE**  
April 18, 1989  
Word Count: 556  
PUBLISHER NAME: Various  
COMPANY NAMES: \*Unisys Corp.  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U2PA (Pennsylvania)  
PRODUCT NAMES: \*7372490 (Applications Software NEC)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TICKER SYMBOLS: UIS  
TRADE NAMES: PC/PALS

**13/8/10 (Item 1 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

2221401 Supplier Number: 02221401 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**WLR Offers Language-Specific Keyboards**  
August 24, 1998  
WORD COUNT: 409

COMPANY NAMES: WORLD LANGUAGE RESOURCES INC  
INDUSTRY NAMES: Computer  
PRODUCT NAMES: Keyboards and other computer keying equipment (357751)  
CONCEPT TERMS: All product and service information; Product introduction  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**13/8/11 (Item 2 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

2184864 Supplier Number: 02184864 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Breaking Through the Language Barrier**  
June 29, 1998  
WORD COUNT: 1248

INDUSTRY NAMES: Broadcasting; Entertainment; Information industry; Supermarkets  
PRODUCT NAMES: Television broadcasting (483300); Supermarket - retail (541035); Video tape production (781280); Video tape rental (784000)  
CONCEPT TERMS: All company; All market information; Corporate strategy; Demographics; Hispanic market; Industry forecasts; Trends  
MARKETING TERMS: All research; Consumer behavior; Public opinion  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**13/8/12 (Item 3 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

2171030 Supplier Number: 02171030 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**CARL Corporation Releases CARLweb 2.0**  
June 1998  
WORD COUNT: 314

COMPANY NAMES: CARL CORP  
INDUSTRY NAMES: Network hardware and software; Software  
PRODUCT NAMES: Communications software packages, except networking  
(737251)  
CONCEPT TERMS: All product and service information; Product introduction  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**13/8/13 (Item 4 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

2060405 Supplier Number: 02060405 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**International Innovators: Ready To Go Global -- These days, the Web isn't  
the only thing that's worldwide...**  
February 09, 1998  
WORD COUNT: 2407

PRODUCT NAMES: Computer programming, data processing, and other computer  
related services (737000)  
CONCEPT TERMS: All company; All product and service information; Corporate  
strategy; Product development  
GEOGRAPHIC NAMES: World (WOR)

**13/8/14 (Item 5 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

2046332 Supplier Number: 02046332 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**AMP building on overseas base**  
January 1998  
WORD COUNT: 1194

COMPANY NAMES: AMP INC  
INDUSTRY NAMES: Electronic components  
PRODUCT NAMES: Electronic connectors (367800)  
CONCEPT TERMS: Ad budget; All company; All market information; Marketing  
campaign; Users  
MARKETING TERMS: All media; Ad volume  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**13/8/15 (Item 6 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

2016772 Supplier Number: 02016772 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**German Web Catalog Goes Multilingual**  
December 09, 1997  
WORD COUNT: 277

COMPANY NAMES: DINO **ONLINE**  
INDUSTRY NAMES: Information industry; **Online** services  
PRODUCT NAMES: **On - line** service providers (737500)  
CONCEPT TERMS: All product and service information; Product development  
GEOGRAPHIC NAMES: European Union (EUCX); Germany (GER); Western Europe  
(WEEX)

**13/8/16 (Item 7 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

1796532 Supplier Number: 01796532 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**IBM Intros SET-Compliant Web Commerce Software**  
April 14, 1997  
WORD COUNT: 829

COMPANY NAMES: INTERNATIONAL BUSINESS MACHINES CORP  
INDUSTRY NAMES: Applications software; Software  
PRODUCT NAMES: Financial software packages (737268)

CONCEPT TERMS: All product and service information; Product introduction  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**13/8/17 (Item 8 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

1778095 Supplier Number: 01778095 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**AMP adds 3-D parts to its Web catalog**

March 1997

WORD COUNT: 620

COMPANY NAMES: AMP INC

INDUSTRY NAMES: Electronic components

PRODUCT NAMES: Electronic connectors (367800)

CONCEPT TERMS: All product and service information; Product introduction

MARKETING TERMS: All media; **Online**

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**13/8/18 (Item 9 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

1381053 Supplier Number: 01381053 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**AMP Connects Customers, Introduces Online Catalog**

January 15, 1996

WORD COUNT: 457

COMPANY NAMES: AMP INC

INDUSTRY NAMES: Information industry; **Online** services

PRODUCT NAMES: Electronic parts and equipment, NEC-wholesale (506500);

**On - line** service providers (737500)

CONCEPT TERMS: All product and service information; Product introduction

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**13/8/19 (Item 10 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

1375961 Supplier Number: 01375961 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**AMP launches** multilingual Internet catalog

January 08, 1996

WORD COUNT: 469

COMPANY NAMES: AMP INC

INDUSTRY NAMES: Electronic components; Information industry; **Online** services

PRODUCT NAMES: Electronic connectors (367800); **On - line** service providers (737500)

CONCEPT TERMS: All product and service information; Product introduction

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**13/8/20 (Item 11 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

1272720 Supplier Number: 01272720 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Lotus Symposium - AT&T Network Notes Adds Services**

August 31, 1995

WORD COUNT: 749

COMPANY NAMES: AT&T CORP; AT&T NETWORK NOTES (AT&T CORP); EGGHEAD INC;  
LOTUS DEVELOPMENT CORP

INDUSTRY NAMES: Information industry; **Online** services; Software; Telecom services; Telecommunications

PRODUCT NAMES: Long distance telephone communications (481349); Utility software packages (737242); **On - line** service providers (737500)

CONCEPT TERMS: All company; All product and service information; Joint

venture; New company; Product development; Product introduction  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**13/8/21 (Item 12 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

1253314 Supplier Number: 01253314 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Euro-800 numbers solve some of Europe's customer service woes**

August 1995

WORD COUNT: 579

COMPANY NAMES: PTT TELECOM NETHERLANDS

INDUSTRY NAMES: Telecom services; Telecommunications

PRODUCT NAMES: Long distance telephone communications (481349);

International telephone communications (481381)

CONCEPT TERMS: All company; All product and service information; Corporate strategy; Product introduction

GEOGRAPHIC NAMES: European Union (EUCX); Netherlands (NET); Western Europe (WEEX)

**13/8/22 (Item 13 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv..

1047132 Supplier Number: 01047132 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**SunExpress Expanding Internationally & On Internet**

August 29, 1994

WORD COUNT: 1040

COMPANY NAMES: SUNEXPRESS INC (SUN MICROSYSTEMS INC)

PRODUCT NAMES: Computer and office equipment (357000)

CONCEPT TERMS: All company; All product and service information; Foreign business; Product introduction

GEOGRAPHIC NAMES: European Union (EUCX); North America (NOAX); Scandinavia (SCAX); Sweden (SWE); United States (USA); Western Europe (WEEX)

**13/8/23 (Item 1 from file: 623)**

DIALOG(R)File 623:(c) 2003 The McGraw-Hill Companies Inc. All rts. reserv.

00741673 (USE FORMAT 7 FOR FULLTEXT)

**E-SHOP TILL YOU DROP: Consumers are the big gainers as retailers brace for a Net onslaught**

By David Woodruff in Frankfurt, with William Echikson in Brussels, Julia Flynn in London, and bureau reports

February 9, 1998

WORD COUNT: 1,118

COMPANY NAMES (DIALOG GENERATED): Amazon Barnes & Noble Inc ; Dell Computer Corp ; Eagle Star Direct ; France Telecom ; Minitel ; Music Boulevard ; N2K Inc ; Oxford Institute of Retail Management ; Retail Management ; Siemens Nixdorf Software ; Spinnrad ; Tesco PLC

**13/8/24 (Item 2 from file: 623)**

DIALOG(R)File 623:(c) 2003 The McGraw-Hill Companies Inc. All rts. reserv.

0234993 (USE FORMAT 7 FOR FULLTEXT)

**LET YOUR FINGERS DO THE RESEARCH**

EDITED BY AMY DUNKIN

Geoff Lewis

August 27, 1990

WORD COUNT: 1,195

**13/8/25 (Item 1 from file: 810)**

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0190783 BW140

**KNOWLEDGESET INFO ONE: KnowledgeSet expands into Europe and Australia**

August 27, 1990

Byline: Business Editors and Computer Writers

Word Count: 674

**13/8/26 (Item 1 from file: 624)**

DIALOG(R)File 624:(c) 2003 McGraw-Hill Co. Inc. All rts. reserv.

0234993

**LET YOUR FINGERS DO THE RESEARCH**

August 27, 1990

Word Count: 1,195 \*Full text available in Formats 5, 7 and 9\*

**13/8/27 (Item 1 from file: 20)**

DIALOG(R)File 20:(c) 2003 The Dialog Corp. All rts. reserv.

02606145 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**WLR Offers Language-Specific Keyboards**

August 24, 1998

WORD COUNT: 386

DESCRIPTORS: New Products & Services

COUNTRY NAMES/CODES: United States of America (US)

REGIONS: Americas; North America; Pacific Rim

PROVINCE/STATE: California

SIC CODES/DESCRIPTIONS: 3571 ( Electronic Computers)

**13/8/28 (Item 2 from file: 20)**

DIALOG(R)File 20:(c) 2003 The Dialog Corp. All rts. reserv.

02023968 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Kanakaris Communications and NISUS Software Inc. Form Strategic Alliance To Enhance NetBooks.Com Web Site**

June 25, 1998

WORD COUNT: 534

DESCRIPTORS: Licensing

COUNTRY NAMES/CODES: United States of America (US)

REGIONS: North America; Pacific Rim

PROVINCE/STATE: California

SIC CODES/DESCRIPTIONS: 7300 ( Business Services)

**13/8/29 (Item 3 from file: 20)**

DIALOG(R)File 20:(c) 2003 The Dialog Corp. All rts. reserv.

01861877 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Questel-Orbit Announces Online Service Merger to Establish Intellectual Property Leadership**

June 08, 1998

WORD COUNT: 688

DESCRIPTORS: Acquisitions Mergers & Takeovers

**13/8/30 (Item 4 from file: 20)**

DIALOG(R)File 20:(c) 2003 The Dialog Corp. All rts. reserv.

01813421 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Surf till you drop: If the mood takes you to buy a new frock when you get home from the pub, take to the Net**

June 03, 1998

WORD COUNT: 776

COMPANY NAMES: Kingshill Holdings Ltd

DESCRIPTORS: New Products & Services; Marketing

COUNTRY NAMES/CODES: United Kingdom (GB)

REGIONS: European Union; Western Europe; Europe

SIC CODES/DESCRIPTIONS: 7375 ( Information Retrieval Services); 5961 ( Catalog & Mail-Order Houses)

**13/8/31 (Item 5 from file: 20)**

DIALOG(R)File 20:(c) 2003 The Dialog Corp. All rts. reserv.

01741608 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**PhotoDisc Localizes Internet Presence to Better Serve Global Markets; Adds Country-Specific Content and Language to Its Award-Winning Website**

May 27, 1998

WORD COUNT: 699

**13/8/32 (Item 6 from file: 20)**

DIALOG(R)File 20:(c) 2003 The Dialog Corp. All rts. reserv.

01395151 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**U.S. POSTAL SERVICE: "2020 -- A vision for the United States Postal Service and America"**

April 15, 1998

WORD COUNT: 2456

DESCRIPTORS: Conferences & Symposia; Company People

COUNTRY NAMES/CODES: United States of America (US)

REGIONS: North America; Americas

SIC CODES/DESCRIPTIONS: 4311 (Postal Services)

**13/8/33 (Item 1 from file: 636)**

DIALOG(R)File 636:(c) 2003 The Gale Group. All rts. reserv.

01334487 Supplier Number: 41578322 (USE FORMAT 7 FOR FULLTEXT)

**KNOWLEDGESET EXPANDS INTO EUROPE AND AUSTRALIA**

Oct, 1990

Word Count: 753

PUBLISHER NAME: Worldwide Videotex

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

**13/8/34 (Item 2 from file: 636)**

DIALOG(R)File 636:(c) 2003 The Gale Group. All rts. reserv.

01073938 Supplier Number: 40669630 (USE FORMAT 7 FOR FULLTEXT)

**Videodisc News Briefs**

Feb 1, 1989

Word Count: 433

PUBLISHER NAME: Meckler Corporation

INDUSTRY NAMES: BUSN (Any type of business); ENG (Engineering and Manufacturing)

**13/8/35 (Item 1 from file: 635)**

DIALOG(R)File 635:(c) 2003 ProQuest Info&Learning. All rts. reserv.

0161081 90-44256



**KnowledgeSet Expands Into Europe and Australia**

PUBL DATE: 900827

WORD COUNT: 328

DATELINE: Mountain View, CA, US

COMPANY NAMES: KnowledgeSet Corp, Mountain View, CA, US, SIC:7372,

Info-One International, Sydney, Australia, SIC:7375;7379,

CLASSIFICATION CODES: 8302 (Software and computer services); 1300

(International trade & foreign investment); 7000 (Marketing); 5240

(Software & systems)

DESCRIPTORS: Software industry; Foreign markets; Software houses; Resellers

; Expansion; Product management; Market strategy; Pacific

**13/8/36 (Item 1 from file: 233)**

DIALOG(R)File 233:(c) 2003, EBSCO Pub. All rts. reserv.

00498394 98IT06-051

**CARL Corporation releases CARLweb 2.0**

**19980601**

Descriptors: **Online** Public Access **Catalog** ; **Online** Information;

**Catalog** ; Library; Database; Foreign Language; International

Identifiers: CARLweb 2.0; CARL

**13/8/37 (Item 2 from file: 233)**

DIALOG(R)File 233:(c) 2003, EBSCO Pub. All rts. reserv.

00391200 95IT07-030

**Follett introduces Search Plus for Windows and the Multilingual Language Pack**

**19950701**

Descriptors: **Online** Public Access **Catalog** ; **Online** Searching;

Foreign Language; Window Software; DOS; Macintosh

Identifiers: Search Plus for Windows; Language Pack for **Catalog** Plus;

Follett Software

**13/8/38 (Item 1 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1087948 Supplier Number: 01553317 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Plateaus, Peaks, and Promises: The Infonortics '98 Search Engines**

**Conference: Part 2 of 2**

June 1998

WORD COUNT: 3727

COMPANY DEPARTMENT NAME: Information Technology

CONCEPT TERMS: Information Technology; Information retrieval; Outlook;

Search strategies; Trends

GEOGRAPHIC NAMES: United States (USA)

**13/8/39 (Item 2 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1074785 Supplier Number: 01383564 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Searchers on the Beachhead: The Internet Librarian Conference at**

**Monterey: Part 1 of 2**

February 1998

WORD COUNT: 3179

NAMED PERSONS: Monier, Louis; Anuff, Ed; LaChance-Porter, Sue; Ward, Joyce

; Srinivasasn, Srinija; Ross, Gordon; Fugate, J D; Hulser, Richard P;

Basch, Reva

PRODUCT NAMES: Libraries (823000)

CONCEPT TERMS: Legal issues; Search strategies

GEOGRAPHIC NAMES: United States (USA)

**13/8/40 (Item 3 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1071959 Supplier Number: 01362894 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**International Innovators: Ready To Go Global?**

February 09, 1998

WORD COUNT: 2840

GRAPHICS TYPE: Photograph

COMPANY NAMES: DHL WORLDWIDE EXPRESS INC (DHL WORLDWIDE EXPRESS BV);

JONES (EDWARD D) & CO; MARINE POWER EUROPE; SCHWAB (CHARLES) CORP

ULTIMATE PARENT: DHL WORLDWIDE EXPRESS BV

COMPANY DEPARTMENT NAME: Information Technology

INDUSTRY NAMES: Financial services; Securities; Transportation

PRODUCT NAMES: Diesel engines for motor vehicles (351931); Air courier services (451300); Security brokers, dealers, and flotation companies (621000)

CONCEPT TERMS: Information Technology; Global integration; Systems integration

GEOGRAPHIC NAMES: United States (USA)

**13/8/41 (Item 4 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1070667 Supplier Number: 01337033 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**AMP online catalog shows way to support languages**

January 1998

WORD COUNT: 490

COMPANY NAMES: AUSTRALIAN MUTUAL PROVIDENT SOCIETY

COMPANY DEPARTMENT NAME: Marketing & Sales; Information Technology

CONCEPT TERMS: Marketing & Sales; Information Technology; Customer service ; Internet

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**13/8/42 (Item 5 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1065476 Supplier Number: 01260606 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**How to Use CJK Software to Read Chinese, Japanese, and Korean on the Web**

November 1997

WORD COUNT: 3405

GRAPHICS TYPE: Illustration

COMPANY DEPARTMENT NAME: Information Technology

INDUSTRY NAMES: Applications software; Software

PRODUCT NAMES: Word processing software packages (737274); Libraries (823000)

CONCEPT TERMS: Information Technology; Systems integration; Technology application

GEOGRAPHIC NAMES: United States (USA)

**13/8/43 (Item 6 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1054574 Supplier Number: 01117422 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**A ten-step approach to selecting software for industrial control applications**

July 1997

WORD COUNT: 2448

COMPANY DEPARTMENT NAME: Information Technology; Operations

INDUSTRY NAMES: Software

PRODUCT NAMES: Prepackaged software (737200)  
CONCEPT TERMS: Information Technology; Operations; Systems management  
GEOGRAPHIC NAMES: United States (USA)

**13/8/44 (Item 7 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1047306 Supplier Number: 01072624 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**DK's Diverse Kingdom**

June 1997

WORD COUNT: 3415

COMPANY NAMES: DK PUBLISHING

COMPANY DEPARTMENT NAME: Marketing & Sales

INDUSTRY NAMES: Publishing

PRODUCT NAMES: Books (273000); Label and wrapper printing (lithographic)  
(275230)

CONCEPT TERMS: Marketing & Sales; Business plans; Marketing strategies;  
Product planning; Technology application

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**13/8/45 (Item 8 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1045806 Supplier Number: 01058610 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**AMP Makes Online Media Work**

May 1997

WORD COUNT: 1184

COMPANY NAMES: AMP CORP

COMPANY DEPARTMENT NAME: Marketing & Sales

INDUSTRY NAMES: Electronic components

PRODUCT NAMES: Electronic connectors (367800)

CONCEPT TERMS: Marketing & Sales; Business to business; Direct marketing;  
**Internet** ; Marketing strategies

GEOGRAPHIC NAMES: United States (USA)

**13/8/46 (Item 9 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1044605 Supplier Number: 01016238 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Global Selling on the Internet**

March 1997

WORD COUNT: 1512

SPECIAL FEATURES: Table

GRAPHICS TYPE: Illustration

COMPANY DEPARTMENT NAME: Marketing & Sales

CONCEPT TERMS: Marketing & Sales; Foreign operations; **Internet** ; Selling

GEOGRAPHIC NAMES: United States (USA)

?

Set	Items	Description
S1	160826	AMP
S2	862594	CATALOG OR CATALOGS
S3	4478032	PROFILE OR PROFILES OR PREFERENCE OR PREFERENCES
S4	551	S1 AND S2 AND S3
S5	14293419	ONLINE OR INTERNET OR WEB OR WEBSITE OR WEBSITES
S6	354	S4 AND S5
S7	296	S6 AND (PROFILE OR PROFILES)
S8	18797771	PD<19980902
S9	4	S8 AND S7
S10	1951338	(ON(W)LINE)
S11	15222	S2 AND (S5 OR S10) AND S8
S12	3471968	CATEGORY OR CATEGORIES OR CATEGORIZE OR CATEGORIZING OR CATEGORIZATION OR CATEGORIZES OR CATEGORIZED OR CATEGORIZATIONS
S13	640339	ATTRIBUTE OR ATTRIBUTES
S14	6560158	CLASS OR CLASSES OR SUBCLASS OR SUBCLASSES OR CLASSIFICATION OR CLASSIFY OR CLASSIFIES OR CLASSIFIED OR CLASSIFYING
S15	27812	S12 AND S13 AND S14
S16	50	S11 AND S15
S17	0	S16 AND S1
S18	0	S16 AND ROCKPORT
S19	20	S16 AND IBM

?t s16/free/all

**16/8/1 (Item 1 from file: 15)**  
DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00847898 94-97290

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Methodology-driven use of automated support in business process re-engineering** WORD COUNT: 8152 LENGTH: 22 Pages  
Winter 1993-1994  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Business process reengineering; Organizational change;  
Computer based modeling; Groupware; Applications; Decision support  
systems; Methods; Statistical analysis  
CLASSIFICATION CODES: 9190 (CN=United States); 5240 (CN=Software & systems)  
; 9130 (CN=Experimental/Theoretical)

**16/8/2 (Item 2 from file: 15)**  
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00762451 94-11843

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Differentiation through customer involvement in production or delivery**  
WORD COUNT: 3817 LENGTH: 9 Pages  
1993  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Customer satisfaction; Product differentiation; Custom design;  
Participation; Cost reduction; Impacts; Recommendations; Studies  
CLASSIFICATION CODES: 7100 (CN=Market research); 9190 (CN=United States);  
9130 (CN=Experimental/Theoretical)

**16/8/3 (Item 3 from file: 15)**  
DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00759577 94-08969

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**A storage subsystem for image and records management** WORD COUNT: 13512  
LENGTH: 29 Pages  
1993  
COMPANY NAMES:  
IBM Corp (DUNS:00-136-8083 TICKER:IBM)  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Integrated software; Information management; Information  
storage; Information systems  
CLASSIFICATION CODES: 9190 (CN=United States); 5240 (CN=Software & systems)

**16/8/4 (Item 4 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00759571 94-08963

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Process automation in software application development** WORD COUNT:  
10838 LENGTH: 21 Pages  
1993

DESCRIPTORS: Automation; Applications; Software; Total quality; Quality  
control

CLASSIFICATION CODES: 5240 (CN=Software & systems); 5320 (CN=Quality  
control)

**16/8/5 (Item 5 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00728730 93-77951

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Policy Directions Concerning Racial Discrimination in U.S. Housing Markets**  
WORD COUNT: 20215 LENGTH: 61 Pages  
1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Housing; Mortgages; Public policy; Racial discrimination;  
Policy making; Techniques; Studies

CLASSIFICATION CODES: 8360 (CN=Real estate); 8120 (CN=Retail banking); 1200  
(CN=Social policy); 9190 (CN=United States); 9130  
(CN=Experimental/Theoretical)

**16/8/6 (Item 6 from file: 15)**

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00727446 93-76667

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Agenda for Online Catalog Designers** WORD COUNT: 3910 LENGTH: 7  
Pages  
Jun 1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: **Online ; Catalogs ; Searches; Libraries; Classification ;**  
Improvements

CLASSIFICATION CODES: 5200 (CN=Communications & information management);  
9190 (CN=United States)

**16/8/7 (Item 7 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00664960 93-14181

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**AEI: A knowledge-based approach to integrated office systems**  
WORD COUNT: 10206 LENGTH: 31 Pages  
Summer 1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Systems integration; Expert systems; Models; Computer  
architecture

CLASSIFICATION CODES: 9190 (CN=United States); 5240 (CN=Software & systems)

**16/8/8 (Item 8 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00654523 93-03744

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**PC Mapping Software Matures** WORD COUNT: 16079 LENGTH: 12 Pages

Dec 7, 1992

COMPANY NAMES:

MAPINFO

Strategic Mapping Inc

Tactics International Ltd

Tydac Technologies

GEOGRAPHIC NAMES: US

DESCRIPTORS: Software reviews; Geographic information systems; Performance evaluation; Manyproducts; Manycompanies; Functions; Applications; Ratings & rankings

CLASSIFICATION CODES: 5240 (CN=Software & systems); 9120 (CN=Product specific); 9190 (CN=United States)

**16/8/9 (Item 9 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00649078 92-64018

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Backup to the Rescue The NLM Edge: Why NetWare Loadable Modules Back Up Better** WORD COUNT: 13219 LENGTH: 11 Pages

Nov 9, 1992

COMPANY NAMES:

Cheyenne Software Inc (DUNS:13-170-6137 TICKER:CYE)

Legato Systems Inc

Maynard Electronics Inc (DUNS:05-405-5223)

Palindrome Corp

GEOGRAPHIC NAMES: US

DESCRIPTORS: Tape drives ; Back up systems; Software reviews; Performance evaluation; Functions; Applications; Manycompanies; Manyproducts

CLASSIFICATION CODES: 5240 (CN=Software & systems); 9120 (CN=Product specific); 9190 (CN=United States)

**16/8/10 (Item 10 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00642475 92-57415

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Invasion of Privacy: A Dilemma for Marketing Research and Database Technology** WORD COUNT: 4202 LENGTH: 6 Pages

Oct 1992

DESCRIPTORS: Invasion of privacy; Marketing information systems; Information control; Third party; Relational data bases; Factors; Consumer protection

CLASSIFICATION CODES: 2400 (CN=Public relations); 4300 (CN=Law); 5240 (CN=Software & systems); 7100 (CN=Market research)

**16/8/11 (Item 11 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00639650 92-54590

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Database Trials** WORD COUNT: 16332 LENGTH: 13 Pages

Sep 28, 1992

COMPANY NAMES:

Borland International Inc (DUNS:10-276-0501 TICKER:BORL)

Computer Associates International Inc (DUNS:08-039-9256)  
Microrim Inc (DUNS:06-392-8618)  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Data base management systems; Software reviews; Performance evaluation; Functions; Advantages; Manyproducts; Manycompanies  
CLASSIFICATION CODES: 5240 (CN=Software & systems); 7500 (CN=Product planning & development); 9120 (CN=Product specific); 9190 (CN=United States)

**16/8/12 (Item 12 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00635567 92-50507

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Inside IBM's Distributed Data Management Architecture** WORD COUNT: 12659  
LENGTH: 29 Pages

1992

COMPANY NAMES:

IBM Corp (DUNS:00-136-8083 TICKER:IBM)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Data base management systems; Architecture; Structured; Object oriented programming; Functions; Systems development  
CLASSIFICATION CODES: 5240 (CN=Software & systems); 7500 (CN=Product planning & development); 9120 (CN=Product specific); 9190 (CN=United States)

**16/8/13 (Item 13 from file: 15)**

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00629438 92-44378

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**The Success of Service Merchandise** WORD COUNT: 2928 LENGTH: 4 Pages  
Aug 1992

COMPANY NAMES:

Service Merchandise Co (DUNS:05-525-3496 TICKER:SME)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Direct marketing; Case studies; Customer relations; Retail stores; Mailing lists  
CLASSIFICATION CODES: 9190 (CN=United States); 7400 (CN=Distribution); 9110 (CN=Company specific); 2400 (CN=Public relations); 8390 (CN=Retailing industry)

**16/8/14 (Item 14 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00613687 92-28790

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Accounting for Organizational Misconduct** WORD COUNT: 4794 LENGTH: 11  
Pages

May 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Organizational behavior; Ethics; Violations; Problems; Studies ; Responsibility accounting; Matrix  
CLASSIFICATION CODES: 2500 (CN=Organizational behavior); 9190 (CN=United States); 9130 (CN=Experimental/Theoretical); 2410 (CN=Social responsibilities)

**16/8/15 (Item 15 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00601357 92-16530

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Desktop Publishing Diversifies** WORD COUNT: 4212 LENGTH: 6 Pages

Feb 1992

COMPANY NAMES:

Aldus Corp (DUNS:12-238-7863 TICKER:ALDC)

Frame Technology Corp

Letraset

Quark Inc

Ventura Software Inc

GEOGRAPHIC NAMES: US

DESCRIPTORS: Selection; Desktop publishing; Recommendations; Requirements;  
Software packages; Manyproducts; Manycompanies

CLASSIFICATION CODES: 5240 (CN=Software & systems); 9190 (CN=United States)  
; 9120 (CN=Product specific)

**16/8/16 (Item 16 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00554670 91-29027

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**The 1991 Guide: A Galaxy of Software Developing Programs for Desktop List  
Analysis Selecting the Right Software System** WORD COUNT: 11686

LENGTH: 15 Pages

Jun 1991

COMPANY NAMES:

Uni-Mail List Corp

Fox Software

International Software Technology

Computer Solutions Inc (DUNS:07-660-9304)

Salinon Corp

GEOGRAPHIC NAMES: US

DESCRIPTORS: Software packages; Software reviews; Product reviews;  
Characteristics; Manyproducts; Manycompanies; Direct mail campaigns;  
Selection

CLASSIFICATION CODES: 9190 (CN=United States); 9120 (CN=Product specific);  
5240 (CN=Software & systems); 7200 (CN=Advertising)

**16/8/17 (Item 1 from file: 16)**

DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

03862222 Supplier Number: 45541552 (USE FORMAT 7 FOR FULLTEXT)

**Marketing your strengths, knowing your customer**

May 15, 1995

Word Count: 1451

PUBLISHER NAME: Lebhar-Friedman, Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*5331200 (Discount Stores)

INDUSTRY NAMES: BUSN (Any type of business); RETL (Retailing)

NAICS CODES: 445299 (All Other Specialty Food Stores)

ADVERTISING CODES: 32 Marketing/Advertising Methods

**16/8/18 (Item 2 from file: 16)**

DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

03308791 Supplier Number: 44571179 (USE FORMAT 7 FOR FULLTEXT)

**Scheme Aims to Help Info Seekers**

April 4, 1994

Word Count: 699

PUBLISHER NAME: CMP Media, Inc.

COMPANY NAMES: \*Oracle Corp.

EVENT NAMES: \*330 (Product information)



GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*7372490 (Applications Software NEC)  
INDUSTRY NAMES: BUSN (Any type of business); TELC (Telecommunications)  
NAICS CODES: 51121 (Software Publishers)  
TICKER SYMBOLS: ORCL  
SPECIAL FEATURES: COMPANY

**16/8/19 (Item 1 from file: 148)**

DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

01754890 SUPPLIER NUMBER: 02658682 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The facts on gravure.**

March, 1983

WORD COUNT: 1991 LINE COUNT: 00154

SPECIAL FEATURES: illustration; photograph  
INDUSTRY CODES/NAMES: PUBL Publishing; ARTS Arts and Entertainment  
DESCRIPTORS: Gravure Technical Association--Surveys; Intaglio printing--  
Surveys; Newspaper publishing--Surveys; Printing, Practical--Surveys;  
Periodical publishing--Surveys  
SIC CODES: 2754 Commercial printing, gravure; 2711 Newspapers; 2721  
Periodicals  
FILE SEGMENT: TI File 148

**16/8/20 (Item 1 from file: 621)**

DIALOG(R)File 621:(c) 2003 The Gale Group. All rts. reserv.

01104977 Supplier Number: 40752574 (USE FORMAT 7 FOR FULLTEXT)

**INTERACTIVE PC-BASED CATALOGING SYSTEM AVAILABLE FROM PHILLIPS PETROLEUM  
COMPANY CONTROLS COMPLEX INVENTORIES WORLDWIDE**

April 12, 1989

Word Count: 532

PUBLISHER NAME: Various

COMPANY NAMES: \*Phillips Petroleum

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U7OK (Oklahoma)

PRODUCT NAMES: \*7372420 (Database Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Optim/R

**16/8/21 (Item 1 from file: 275)**

DIALOG(R)File 275:(c) 2003 The Gale Group. All rts. reserv.

01213302 SUPPLIER NUMBER: 04832613 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The modern modem: bridge to the on - line world.**

May 12, 1987

WORD COUNT: 50871 LINE COUNT: 03856

SPECIAL FEATURES: illustration; chart; table; photograph  
DESCRIPTORS: telecommunication; Modem; Hardware Selection; Comparison;  
1200 Bps; 2400 Bps; Testing; Performance; Transmission Speed  
FILE SEGMENT: CD File 275

**16/8/22 (Item 2 from file: 275)**

DIALOG(R)File 275:(c) 2003 The Gale Group. All rts. reserv.

01178249 SUPPLIER NUMBER: 04366958 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Flat-file databases: Project Database II. (Software Review) (evaluation)**

July, 1986

WORD COUNT: 19814 LINE COUNT: 01498

SPECIAL FEATURES: illustration; table; photograph  
DESCRIPTORS: DBMS; Evaluation; Software Packages; Personal Computers;

Disk/File Management Software; Data Management; Software Design  
SIC CODES: 7372 Prepackaged software  
TRADE NAMES: Apollo (Computer program)--evaluation; ClearCut 1.1  
(Computer program)--evaluation; The DataFile 1.1.1 (Computer program)--  
evaluation; DBS-Experience 3.0 (Computer program)--evaluation; Electric  
Desk (Computer program)--evaluation; Executive Card Manager A.01.04  
(Computer program)--evaluation; Fastfile 3.2 (Computer program)--  
evaluation; Filebase 5.7 (Computer program)--evaluation; File Express  
3.60 (Computer program)--evaluation; FilePlan 3.0 (Computer program)--  
evaluation; Filing Assistant and Reporting Assistant (Computer program)--  
evaluation; First Base 2.0 (Computer program)--evaluation; Infoscope 1.01  
(Computer program)--evaluation; Nutshell 2.0 (Data base management  
system)--evaluation; Omnifile 2.0 (Data base management system)--  
evaluation; Lotus 1-2-3 2.0 (Spreadsheet software)--evaluation; OWL A-B-C  
(Computer program)--evaluation; PC-File 'N Report 5.0 (Computer program)  
--evaluation; Please (Data base management system)--evaluation; Pounce  
1.2 (Computer program)--evaluation; Private Files 1.28 (Computer program)  
--evaluation; Rank and File 2.0 (Computer program)--evaluation;  
Super\*List Manager 3.2 (Computer program)--evaluation; Symphony 1.1  
(Computer program)--evaluation; T.I.M. IV 4.0 (Computer program)--  
evaluation  
FILE SEGMENT: CD File 275

**16/8/23 (Item 3 from file: 275)**

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01176603 SUPPLIER NUMBER: 04366955 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Relational databases. (Software Review) (evaluation)**

June 24, 1986

WORD COUNT: 21032 LINE COUNT: 01606

SPECIAL FEATURES: illustration; photograph; table  
DESCRIPTORS: Relational Data Base Management Systems; DBMS; Software  
Packages; Personal Computers; Evaluation; Data Management; Comparison  
SIC CODES: 7372 Prepackaged software  
TRADE NAMES: Aladin 2.6 (Computer program)--evaluation; Btrieve 3.15  
(Computer program)--evaluation; Cornerstone 5.16 (Computer program)--  
evaluation; DataFlex 2.1b (Computer program)--evaluation; Day One 2.5  
(Computer program)--evaluation; DB-FABS 1.16B (Computer program)--  
evaluation; Enrich 1.1 (Computer program)--evaluation; Files and Folders  
(Computer program)--evaluation; Formula IV 1.16 (Computer program)--  
evaluation; Integrated 7 1.2 (Computer program)--evaluation; Kaleidoscope  
7.2 (Computer program)--evaluation; KeepIT 2.40 (Computer program)--  
evaluation; MAG-base 2 4.0 (Computer program)--evaluation; Manager 5.0 2  
(Computer program)--evaluation; PC-DBMS 1.2 (Computer program)--  
evaluation; PC-File-& (Computer program)--evaluation; Personal Pearl 2.11  
(Computer program)--evaluation; Power-base 2.2 (Computer program)--  
evaluation; Prodas 3.0 (Computer program)--evaluation; QINT-SQL 2.12  
(Computer program)--evaluation; R:base 4000 1.15 (Computer program)--  
evaluation; RTFILE 8.9 (Computer program)--evaluation; SIX 6.4 (Computer  
program)--evaluation; XDB 1.00M (Computer program)--evaluation  
FILE SEGMENT: CD File 275

**16/8/24 (Item 4 from file: 275)**

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01176602 SUPPLIER NUMBER: 04366882 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Programmable relational databases. (Software Review) (evaluation)**

June 24, 1986

WORD COUNT: 29395 LINE COUNT: 02261

SPECIAL FEATURES: illustration; table; photograph  
DESCRIPTORS: Relational Data Base Management Systems; DBMS; Software  
Packages; Evaluation; Programmable; Personal Computers; Database Design  
SIC CODES: 7372 Prepackaged software  
TRADE NAMES: BOSS (Computer program)--Evaluation; Datastore:pro (Computer

program)--Evaluation; Borland dBASE II (Data base management system)--  
Evaluation; dBASE III Plus (DBMS)--Evaluation; DDQuery (Computer program)  
--Evaluation; Enable (Integrated software)--Evaluation; filePro 16 Plus  
(Data base management system)--Evaluation; GOLDDATAbase (Computer program)  
--Evaluation; Informix-SQL (Database application development software)--  
Evaluation; KnowledgeMan (Data base management system)--Evaluation;  
Mainstay (Computer program)--Evaluation; Metafile (Computer program)--  
Evaluation; NPL-R (Computer program)--Evaluation; Oracle (Database  
application development software)--Evaluation; Borland Paradox (Database  
application development software)--Evaluation; PractiBase (Computer  
program)--Evaluation; Probase (Computer program)--Evaluation; Q-Pro 4  
(Computer program)--Evaluation; Savvy PC (Computer program)--Evaluation;  
The Sensible Solution (Computer program)--Evaluation; The Smart Data  
Manager (Computer program)--Evaluation; TAS (The Accounting Solution)  
(Computer program)--Evaluation; Team-Up (Data base management system)--  
Evaluation; 10 Base (Computer program)--Evaluation; TSM (Computer  
program)--Evaluation; VersaForm XL (Computer program)--Evaluation; ZIM  
(Data base management system)--Evaluation; PC/Focus (Data base management  
system)--Evaluation; Condor 3 (Data base management system)--Evaluation;  
R:Base 5000 (Data base management system)--Evaluation; Revelation  
(Database application development software)--Evaluation; DataEase (Data  
base management system)--Evaluation  
FILE SEGMENT: CD File 275

**16/8/25 (Item 5 from file: 275)**

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01152659 SUPPLIER NUMBER: 00593975 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The Best of 1984 and Some of the Worst.**

Jan. 8, 1985

WORD COUNT: 8133 LINE COUNT: 00614

DESCRIPTORS: Microcomputer; Evaluation; Personal Computers; Hardware;  
Software Packages; Products; Review of Past Year; Peripherals

FILE SEGMENT: CD File 275

**16/8/26 (Item 1 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

2096606 Supplier Number: 02096606 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Indexing Tool Handles Multiple Document Types -- Plumtree product extracts  
metadata, then builds taxonomy**

March 23, 1998

WORD COUNT: 354

COMPANY NAMES: PLUMTREE SOFTWARE INC

INDUSTRY NAMES: Applications software; Software

PRODUCT NAMES: Business software packages NEC (737275)

CONCEPT TERMS: All product and service information; Product introduction

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**16/8/27 (Item 2 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

2090135 Supplier Number: 02090135 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Discounters Leader in Housewares Retailing**

January 12, 1998

WORD COUNT: 764

INDUSTRY NAMES: Home furnishings; Retailing non-food; Supermarkets

PRODUCT NAMES: Plastics products, misc (308900); Metal stamped and spun  
utensils except enameled (346938); General merchandise stores NEC  
(539000); Supermarket - retail (541035); Home furnishing stores, NEC -  
retail (571973); Drug stores and proprietary stores (591000)

CONCEPT TERMS: All market information; Market share

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**16/8/28 (Item 3 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

2050586 Supplier Number: 02050586 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Love My Brand**

January 19, 1998

WORD COUNT: 2947

COMPANY NAMES: MERCEDES-BENZ (DAIMLER-BENZ AG)

INDUSTRY NAMES: Automotive; Business services

PRODUCT NAMES: Motor vehicle dealers (new and used) (551000); Advertising  
NEC (731900)

CONCEPT TERMS: Ad budget; All company; All market information; Marketing  
campaign

MARKETING TERMS: All media; Direct mail; Ad volume

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**16/8/29 (Item 4 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

1741716 Supplier Number: 01741716

**Cadis brings organization to the Web**

February 10, 1997

COMPANY NAMES: CADIS INC

INDUSTRY NAMES: Network hardware and software; Software

PRODUCT NAMES: Development support software packages (737224); Networking  
software packages (737255)

CONCEPT TERMS: All product and service information; Product introduction

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**16/8/30 (Item 5 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

1305284 Supplier Number: 01305284 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**GETTING MORE DIRECT**

October 09, 1995

WORD COUNT: 2116

COMPANY NAMES: LIPTON TEA CO LTD (UNILEVER PLC); SCHIEFFELIN & SOMERSET  
CO; SNAPPLE BEVERAGE CORP

INDUSTRY NAMES: Alcoholic beverages; Beverage; Food; Nonalcoholic  
beverages; Personal care products

PRODUCT NAMES: Whiskey (208514); Fruit drinks (208665); Teas in consumer  
packages (209966); Cremes, lotions and oils (other than bath) for facial  
and body care (284415)

CONCEPT TERMS: All market information; Marketing campaign; Trends; Users

MARKETING TERMS: All media; All product marketing; All research; Direct  
mail; General research; Loyalty; Sales promotion

BRAND NAMES: Classic Malt; Plenitude Excel A; Snapple

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**16/8/31 (Item 6 from file: 9)**

DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

1278768 Supplier Number: 01278768 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**MAKING MONEY ON THE WEB**

September 04, 1995

WORD COUNT: 3709

SPECIAL FEATURES: Table

COMPANY NAMES: DEALER INTERNET SERVICES CORP; HOT HOT HOT; INFOSEEK CORP

; SAN JOSE MERCURY NEWS INC (KNIGHT-RIDDER INC); USA TODAY INTL CORP  
(GANNETT CO INC); VIRTUAL VINEYARDS  
INDUSTRY NAMES: Alcoholic beverages; Business services; Information  
industry; **Online** services; Publishing; Retailing non-food  
PRODUCT NAMES: Newspapers (271000); Groceries and related products,  
misc., NEC - wholesale (514994); Liquor stores (592000); Advertising  
(731000); **On - line** service providers (737500); **On - line**  
bibliographic database publishers (737533)  
CONCEPT TERMS: All company; All market information; Company forecasts;  
Demographics; Financial data; Industry forecasts; Sales; Trends  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**16/8/32 (Item 1 from file: 810)**

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0123152 BW067

**NEXT: NeXT and Businessland announce distribution agreement for the NeXT  
Computer**

March 30, 1989

Byline: Business Editors/Computer And Hi-tech Writers  
Word Count: 1191

**16/8/33 (Item 2 from file: 810)**

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0123127 BW067

**NEXT: NeXT and Businessland announce distribution agreement for the NeXT  
Computer**

March 30, 1989

Byline: Business Editors/Computer And Hi-tech Writers  
Word Count: 1191

**16/8/34 (Item 1 from file: 20)**

DIALOG(R)File 20:(c) 2003 The Dialog Corp. All rts. reserv.

02228439 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**The Customer Service Process**

July 16, 1998

WORD COUNT: 3468

COMPANY NAMES: SuperBowl Holdings Limited (025168)

**16/8/35 (Item 2 from file: 20)**

DIALOG(R)File 20:(c) 2003 The Dialog Corp. All rts. reserv.

01982583 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Aspect Development Introduces Morocco(TM) - a Breakthrough MRO Solution For  
Enterprise MRO Parts Management**

June 22, 1998

WORD COUNT: 1430

COMPANY NAMES: Aspect Development Inc

DESCRIPTORS: New Products & Services

COUNTRY NAMES/CODES: United States of America (US)

REGIONS: North America; Pacific Rim

PROVINCE/STATE: California

SIC CODES/DESCRIPTIONS: 7372 ( Prepackaged Software)

16/8/36 (Item 1 from file: 635)

DIALOG(R)File 635:(c) 2003 ProQuest Info&Learning. All rts. reserv.

0089902 89-13627

**NeXT and Businessland Announce Distribution Agreement for NeXT Computer**

PUBL DATE: 890330

WORD COUNT: 1,174

DATELINE: Palo Alto, CA, US

COMPANY NAMES: Next Inc, Palo Alto, CA, US, SIC:3573,

Businessland Inc, San Jose, CA, US, DUNS:02-412-7896,

SIC:5999;5734, Ticker:.BLI

CLASSIFICATION CODES: 8651 (Computer industry); 7400 (Distribution)

DESCRIPTORS: Computer industry; Distribution; Computer stores; Market entry

; Market segments; Target markets; Pacific

NAMED PERSONS: Norman, David; Jobs, Steven P.; Compton, Kevin R.; Lewin, Dan'l

16/8/37 (Item 1 from file: 256)

00107359 DOCUMENT TYPE: Review

**PRODUCT NAMES: Plumtree Server (691267)**

**TITLE: Indexing Tool Handles Multiple Document Types**

Mar 23, 1998

REVISION DATE: 20010930

16/8/38 (Item 1 from file: 13)

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1107037 Supplier Number: 01787849 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Matching the Message to the Mind: Advertising Imagery and Consumer**

**Processing Styles. Part 1 of 3**

September 1998

WORD COUNT: 3237

COMPANY DEPARTMENT NAME: Marketing & Sales

INDUSTRY NAMES: Business services

PRODUCT NAMES: Advertising (731000)

CONCEPT TERMS: Marketing & Sales; Advertising research; Consumer behavior; Methods

GEOGRAPHIC NAMES: United States (USA)

16/8/39 (Item 2 from file: 13)

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1095736 Supplier Number: 01656349 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**The Customer Service Process**

July 16, 1998

WORD COUNT: 3465

COMPANY DEPARTMENT NAME: Marketing & Sales

CONCEPT TERMS: Marketing & Sales; Advertising; Customer service; Multimedia

GEOGRAPHIC NAMES: India (IND); Southern & Eastern Asia (SSAX)

16/8/40 (Item 3 from file: 13)

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1087948 Supplier Number: 01553317 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Plateaus, Peaks, and Promises: The Infonortics '98 Search Engines**

**Conference: Part 2 of 2**

June 1998

WORD COUNT: 3727

COMPANY DEPARTMENT NAME: Information Technology  
CONCEPT TERMS: Information Technology; Information retrieval; Outlook;  
Search strategies; Trends  
GEOGRAPHIC NAMES: United States (USA)

**16/8/41 (Item 4 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1086041 Supplier Number: 01533552 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Assess Your Assets**  
June 1998  
WORD COUNT: 3134

GRAPHICS TYPE: Chart  
COMPANY DEPARTMENT NAME: Operations; Information Technology  
INDUSTRY NAMES: Applications software; Software  
PRODUCT NAMES: Business software packages NEC (737275)  
CONCEPT TERMS: Operations; Information Technology; Asset management;  
Automation; Maintenance; Production control; Purchasing  
GEOGRAPHIC NAMES: United States (USA)

**16/8/42 (Item 5 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1086001 Supplier Number: 01532287 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Turning Visual: Image Search Engines on the Web**  
May 1998  
WORD COUNT: 3248

SPECIAL FEATURES: Table  
GRAPHICS TYPE: Illustration  
COMPANY DEPARTMENT NAME: Information Technology  
INDUSTRY NAMES: Information industry; **Online** services  
PRODUCT NAMES: **On - line** service providers (737500)  
CONCEPT TERMS: Information Technology; Imaging; **Internet** ; Search  
strategies  
GEOGRAPHIC NAMES: United States (USA)

**16/8/43 (Item 6 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1084543 Supplier Number: 01505957 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Student Preferences for Cybersearch Strategies: Impact on Critical  
Evaluation of Sources**  
May 1998  
WORD COUNT: 3758

SPECIAL FEATURES: Table  
COMPANY DEPARTMENT NAME: Information Technology  
PRODUCT NAMES: Colleges (except junior) and universities (822144)  
CONCEPT TERMS: Information Technology; Attitudes; Business education;  
Information retrieval; **Internet** ; Search strategies  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**16/8/44 (Item 7 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1078909 Supplier Number: 01423631 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Design by Desire**  
March 1998  
WORD COUNT: 3659

COMPANY NAMES: MTD PRODUCTS INC (CLEVELAND, OH)  
COMPANY DEPARTMENT NAME: Information Technology; Operations  
CONCEPT TERMS: Information Technology; Operations; Computerization; Order processing; Systems integration  
GEOGRAPHIC NAMES: United States (USA)

**16/8/45 (Item 8 from file: 13)**  
DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1075529 Supplier Number: 01383477 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Visual Information: How to Manage an Image Collection: Part 2 of 2**  
February 1998  
WORD COUNT: 3828

COMPANY DEPARTMENT NAME: Information Technology  
NAMED PERSONS: Bauer, Charly; Flynn, Marcy; Meislik, Miriam; Most, Gregory P J; Murphy, Cynni; Poirrier, Sherry; Simpson, Mildred; Weiss, Naomi; Wishart, Michael J  
CONCEPT TERMS: Information Technology; Imaging; Information management; Information retrieval  
GEOGRAPHIC NAMES: United States (USA)

**16/8/46 (Item 9 from file: 13)**  
DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1074783 Supplier Number: 01383449 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Visual Information: How to Manage an Image Collection: Part 1 of 2**  
February 1998  
WORD COUNT: 3252

COMPANY DEPARTMENT NAME: Information Technology  
NAMED PERSONS: Bauer, Charly; Flynn, Marcy; Meislik, Miriam; Most, Gregory P J; Murphy, Cynni; Poirrier, Sherry; Simpson, Mildred; Weiss, Naomi; Wishart, Michael J  
CONCEPT TERMS: Information Technology; Imaging; Information management; Information retrieval  
GEOGRAPHIC NAMES: United States (USA)

**16/8/47 (Item 10 from file: 13)**  
DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1061411 Supplier Number: 01205771 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Moving Multimedia: The Information Value in Images**  
September 1997  
WORD COUNT: 4142

GRAPHICS TYPE: Illustration; Graph  
COMPANY DEPARTMENT NAME: Information Technology  
CONCEPT TERMS: Information Technology; Imaging  
GEOGRAPHIC NAMES: United States (USA)

**16/8/48 (Item 11 from file: 13)**  
DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1033243 Supplier Number: 00996664 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**IW'S 4TH ANNUAL TECHNOLOGY & INNOVATION AWARDS: 25 WINNING TECHNOLOGIES: Part 2 of 4**  
December 16, 1996  
WORD COUNT: 3485

COMPANY DEPARTMENT NAME: Operations  
CONCEPT TERMS: Operations; Innovation; Quality control; R&d  
GEOGRAPHIC NAMES: United States (USA)



**16/8/49 (Item 12 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1029856 Supplier Number: 00950718 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Searching for Images on the Web**

March 1997

WORD COUNT: 1764

GRAPHICS TYPE: Illustration

COMPANY DEPARTMENT NAME: Information Technology

CONCEPT TERMS: Information Technology; Information retrieval; **Internet**

GEOGRAPHIC NAMES: United States (USA)

**16/8/50 (Item 13 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1025805 Supplier Number: 00807756 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**The Orient Express for Information--Tracking the Asia/Pacific Region: Part  
2 of 2**

December 1996

WORD COUNT: 2687

GRAPHICS TYPE: Chart; Illustration

COMPANY DEPARTMENT NAME: Information Technology

INDUSTRY NAMES: Information industry; **Online** services; Publishing

PRODUCT NAMES: Newspapers (271000); **On - line** service providers  
(737500)

CONCEPT TERMS: Information Technology; **Internet** ; Search strategies

GEOGRAPHIC NAMES: Southern & Eastern Asia (SSA); Southern & Eastern Asia  
(SSAX)

?

Set	Items	Description
S1	160826	AMP
S2	862594	CATALOG OR CATALOGS
S3	4478032	PROFILE OR PROFILES OR PREFERENCE OR PREFERENCES
S4	551	S1 AND S2 AND S3
S5	14293419	ONLINE OR INTERNET OR WEB OR WEBSITE OR WEBSITES
S6	354	S4 AND S5
S7	296	S6 AND (PROFILE OR PROFILES)
S8	18797771	PD<19980902
S9	4	S8 AND S7
S10	1951338	(ON(W)LINE)
S11	15222	S2 AND (S5 OR S10) AND S8
S12	3471968	CATEGORY OR CATEGORIES OR CATEGORIZE OR CATEGORIZING OR CATEGORIZATION OR CATEGORIZES OR CATEGORIZED OR CATEGORIZATIONS
S13	640339	ATTRIBUTE OR ATTRIBUTES
S14	6560158	CLASS OR CLASSES OR SUBCLASS OR SUBCLASSES OR CLASSIFICATION OR CLASSIFY OR CLASSIFIES OR CLASSIFIED OR CLASSIFYING
S15	27812	S12 AND S13 AND S14
S16	50	S11 AND S15
S17	0	S16 AND S1
S18	0	S16 AND ROCKPORT
S19	20	S16 AND IBM
S20	187650	VOCABULARY OR VOCABULARIES OR GLOSSARY OR GLOSSARIES
?s s20 and s16		
	187650	S20
	50	S16
	S21	11 S20 AND S16
?t s21/free/all		

**21/8/1 (Item 1 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00727446 93-76667

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Agenda for** Online Catalog **Designers** WORD COUNT: 3910 LENGTH: 7  
 Pages  
 Jun 1992  
 GEOGRAPHIC NAMES: US

DESCRIPTORS: **Online ; Catalogs ; Searches; Libraries; Classification ;**  
 Improvements  
 CLASSIFICATION CODES: 5200 (CN=Communications & information management);  
 9190 (CN=United States)

**21/8/2 (Item 2 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00654523 93-03744

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**PC Mapping Software Matures** WORD COUNT: 16079 LENGTH: 12 Pages  
 Dec 7, 1992  
 COMPANY NAMES:  
 MAPINFO  
 Strategic Mapping Inc  
 Tactics International Ltd  
 Tydac Technologies  
 GEOGRAPHIC NAMES: US

DESCRIPTORS: Software reviews; Geographic information systems; Performance  
 evaluation; Manyproducts; Manycompanies; Functions; Applications;  
 Ratings & rankings  
 CLASSIFICATION CODES: 5240 (CN=Software & systems); 9120 (CN=Product  
 specific); 9190 (CN=United States)

**21/8/3 (Item 3 from file: 15)**

DIALOG(R)File 15:(c) 2003 ProQuest Info&Learning. All rts. reserv.

00601357 92-16530

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Desktop Publishing Diversifies** WORD COUNT: 4212 LENGTH: 6 Pages  
Feb 1992

**COMPANY NAMES:**

Aldus Corp (DUNS:12-238-7863 TICKER:ALDC)

Frame Technology Corp

Letraset

Quark Inc

Ventura Software Inc

**GEOGRAPHIC NAMES:** US

**DESCRIPTORS:** Selection; Desktop publishing; Recommendations; Requirements;  
Software packages; Manyproducts; Manycompanies

**CLASSIFICATION CODES:** 5240 (CN=Software & systems); 9190 (CN=United States)  
; 9120 (CN=Product specific)

**21/8/4 (Item 1 from file: 275)**

DIALOG(R)File 275:(c) 2003 The Gale Group. All rts. reserv.

01213302 SUPPLIER NUMBER: 04832613 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The modern modem: bridge to the on - line world.**

May 12, 1987

WORD COUNT: 50871 LINE COUNT: 03856

**SPECIAL FEATURES:** illustration; chart; table; photograph

**DESCRIPTORS:** telecommunication; Modem; Hardware Selection; Comparison;

1200 Bps; 2400 Bps; Testing; Performance; Transmission Speed

**FILE SEGMENT:** CD File 275

**21/8/5 (Item 2 from file: 275)**

DIALOG(R)File 275:(c) 2003 The Gale Group. All rts. reserv.

01178249 SUPPLIER NUMBER: 04366958 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Flat-file databases: Project Database II. (Software Review) (evaluation)**

July, 1986

WORD COUNT: 19814 LINE COUNT: 01498

**SPECIAL FEATURES:** illustration; table; photograph

**DESCRIPTORS:** DBMS; Evaluation; Software Packages; Personal Computers;

Disk/File Management Software; Data Management; Software Design

**SIC CODES:** 7372 Prepackaged software

**TRADE NAMES:** Apollo (Computer program)--evaluation; ClearCut 1.1

(Computer program)--evaluation; The DataFiler 1.1.1 (Computer program)--

evaluation; DBS-Experience 3.0 (Computer program)--evaluation; Electric

Desk (Computer program)--evaluation; Executive Card Manager A.01.04

(Computer program)--evaluation; Fastfile 3.2 (Computer program)--

evaluation; Filebase 5.7 (Computer program)--evaluation; File Express

3.60 (Computer program)--evaluation; FilePlan 3.0 (Computer program)--

evaluation; Filing Assistant and Reporting Assistant (Computer program)--

evaluation; First Base 2.0 (Computer program)--evaluation; Infoscope 1.01

(Computer program)--evaluation; Nutshell 2.0 (Data base management

system)--evaluation; Omnifile 2.0 (Data base management system)--

evaluation; Lotus 1-2-3 2.0 (Spreadsheet software)--evaluation; OWL A-B-C

(Computer program)--evaluation; PC-File 'N Report 5.0 (Computer program)

--evaluation; Please (Data base management system)--evaluation; Pounce

1.2 (Computer program)--evaluation; Private Files 1.28 (Computer program)

--evaluation; Rank and File 2.0 (Computer program)--evaluation;

Super\*List Manager 3.2 (Computer program)--evaluation; Symphony 1.1

(Computer program)--evaluation; T.I.M. IV 4.0 (Computer program)--

evaluation

**FILE SEGMENT:** CD File 275

**21/8/6 (Item 3 from file: 275)**

DIALOG(R)File 275:(c) 2003 The Gale Group. All rts. reserv.

01176602 SUPPLIER NUMBER: 04366882 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Programmable relational databases. (Software Review) (evaluation)**  
June 24, 1986  
WORD COUNT: 29395 LINE COUNT: 02261

SPECIAL FEATURES: illustration; table; photograph  
DESCRIPTORS: Relational Data Base Management Systems; DBMS; Software  
Packages; Evaluation; Programmable; Personal Computers; Database Design  
SIC CODES: 7372 Prepackaged software  
TRADE NAMES: BOSS (Computer program)--Evaluation; Datastore:pro (Computer  
program)--Evaluation; Borland dBASE II (Data base management system)--  
Evaluation; dBASE III Plus (DBMS)--Evaluation; DDQuery (Computer program)  
--Evaluation; Enable (Integrated software)--Evaluation; filePro 16 Plus  
(Data base management system)--Evaluation; GOLDDATABASE (Computer program)  
--Evaluation; Informix-SQL (Database application development software)--  
Evaluation; KnowledgeMan (Data base management system)--Evaluation;  
Mainstay (Computer program)--Evaluation; Metafile (Computer program)--  
Evaluation; NPL-R (Computer program)--Evaluation; Oracle (Database  
application development software)--Evaluation; Borland Paradox (Database  
application development software)--Evaluation; PractiBase (Computer  
program)--Evaluation; Probase (Computer program)--Evaluation; Q-Pro 4  
(Computer program)--Evaluation; Savvy PC (Computer program)--Evaluation;  
The Sensible Solution (Computer program)--Evaluation; The Smart Data  
Manager (Computer program)--Evaluation; TAS (The Accounting Solution)  
(Computer program)--Evaluation; Team-Up (Data base management system)--  
Evaluation; 10 Base (Computer program)--Evaluation; TSM (Computer  
program)--Evaluation; VersaForm XL (Computer program)--Evaluation; ZIM  
(Data base management system)--Evaluation; PC/Focus (Data base management  
system)--Evaluation; Condor 3 (Data base management system)--Evaluation;  
R:Base 5000 (Data base management system)--Evaluation; Revelation  
(Database application development software)--Evaluation; DataEase (Data  
base management system)--Evaluation  
FILE SEGMENT: CD File 275

**21/8/7 (Item 4 from file: 275)**

DIALOG(R)File 275:(c) 2003 The Gale Group. All rts. reserv.

01152659 SUPPLIER NUMBER: 00593975 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The Best of 1984 and Some of the Worst.**  
Jan. 8, 1985  
WORD COUNT: 8133 LINE COUNT: 00614

DESCRIPTORS: Microcomputer; Evaluation; Personal Computers; Hardware;  
Software Packages; Products; Review of Past Year; Peripherals  
FILE SEGMENT: CD File 275

**21/8/8 (Item 1 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1107037 Supplier Number: 01787849 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Matching the Message to the Mind: Advertising Imagery and Consumer  
Processing Styles. Part 1 of 3**  
September 1998  
WORD COUNT: 3237

COMPANY DEPARTMENT NAME: Marketing & Sales  
INDUSTRY NAMES: Business services  
PRODUCT NAMES: Advertising (731000)  
CONCEPT TERMS: Marketing & Sales; Advertising research; Consumer behavior;  
Methods  
GEOGRAPHIC NAMES: United States (USA)

**21/8/9 (Item 2 from file: 13)**

DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1087948 Supplier Number: 01553317 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Plateaus, Peaks, and Promises: The Infonortics '98 Search Engines**  
**Conference: Part 2 of 2**  
June 1998  
WORD COUNT: 3727

COMPANY DEPARTMENT NAME: Information Technology  
CONCEPT TERMS: Information Technology; Information retrieval; Outlook;  
Search strategies; Trends  
GEOGRAPHIC NAMES: United States (USA)

**21/8/10 (Item 3 from file: 13)**  
DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1075529 Supplier Number: 01383477 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Visual Information: How to Manage an Image Collection: Part 2 of 2**  
February 1998  
WORD COUNT: 3828

COMPANY DEPARTMENT NAME: Information Technology  
NAMED PERSONS: Bauer, Charly; Flynn, Marcy; Meislik, Miriam; Most, Gregory  
P J; Murphy, Cynni; Poirrier, Sherry; Simpson, Mildred; Weiss, Naomi;  
Wishart, Michael J  
CONCEPT TERMS: Information Technology; Imaging; Information management;  
Information retrieval  
GEOGRAPHIC NAMES: United States (USA)

**21/8/11 (Item 4 from file: 13)**  
DIALOG(R)File 13:(c) 2003 Resp. DB Svcs. All rts. reserv.

1074783 Supplier Number: 01383449 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Visual Information: How to Manage an Image Collection: Part 1 of 2**  
February 1998  
WORD COUNT: 3252

COMPANY DEPARTMENT NAME: Information Technology  
NAMED PERSONS: Bauer, Charly; Flynn, Marcy; Meislik, Miriam; Most, Gregory  
P J; Murphy, Cynni; Poirrier, Sherry; Simpson, Mildred; Weiss, Naomi;  
Wishart, Michael J  
CONCEPT TERMS: Information Technology; Imaging; Information management;  
Information retrieval  
GEOGRAPHIC NAMES: United States (USA)